mind in Croydon

Our Impact 2024-25

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 in 1967 and currently turns over approximately £2m per annum. We have over 50 staff and over 45 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

Contents

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Welcome and Chair's Summary

Jill Kyne
Chair

Over the past year Mind in Croydon has deepened its commitment to enhancing the mental wellbeing of our community, we supported over 15,000 individuals, an increase of 52.4%, reflecting the success of our strategy to provide more mental health support for more people in Croydon and empowering more people to thrive rather than just survive.

This huge increase in delivery can only be delivered through the dedication of our staff and volunteers, the support from donors and funders and the relationships with many partners across the borough, this work is only possible because of you – thank you.

This report reflects on what we've learned and how we are evolving. It's both a record of our achievements and highlights how we plan to continue to execute our strategy, adapting as new opportunities and difficulties present themselves.

"I was terrified about what was going on with me. I had no one to support me. But when you talked to me, I felt someone was there to help me."

I hope you'll join us in celebrating our progress, reflecting on challenges and committing to a future where mental health support in Croydon is accessible, inclusive and impactful.

Jill Kyne
Chair of Mind in Croydon

Chief Executive's Introduction

Emma Turner
Chief Executive Officer

This year the charity has done what it does best, thrive in uncertain times.

While we have weathered a series of external challenges, we have much to shout about. Our services have continued to receive recognition, and in November we were highly commended for Effective Services and Equality and Diversity at the Mind Excellence Awards. We have ensured that our services remained funded and are particularly proud of winning a tender to the Local Authority which enables us to continue to provide Adults Independent Mental Health Advocacy for the next seven years. Our determination to flourish has also enabled us to embark on a smooth exit from 26 Pampisford Road in Purley, the venue from which the charity has operated since 1967, to relocate to our other site in South Croydon, Orchard House. We embrace the opportunity that the move will bring, refurbishing Orchard House where existing services such as Active Minds, Advocacy and Welfare Benefits are based we are able ultimately to better suit the needs of our clients. We look forward keenly to the fruit of this endeavour during the year 2025/26 and look forward to sharing updates as the work progresses.

These positive outcomes are particularly welcome given the economic challenges which at time seem to seek to undermine them. The Chancellor's 2024 Autumn Budget, for example, saw the unprecedented increase in National Insurance Contributions for employers. The cost of this to the charity was in excess of £55,000. This money not being passed onto to us in the level of funding we receive by some of our stakeholders. This, together with the additional costs required to meet our commitment as a London Living Wage Employer and our drive to fund a highly skills client-facing workforce, compelled us to review the affordability of non-client facing roles. Ultimately, we took the difficult decision to delete the Business Operations Manager (Training & Retail) .

Given the challenges and pressures faced both to the charity's finances as well as to our service delivery sites; our staff, volunteers and supporters have meant that over 15,000 individuals have received support from us, up by a staggering 52.4% on last year. Much of this is as a direct result of investing in additional outreach roles to ensure we are able to provide services in all areas of Croydon. This includies those areas which are deprived and whereby an individual taking public transport to traveling into central Croydon to meet a member of staff would detrimentally impact their weekly household budget.

We have grown our outreach provision in our Active Minds service and this alongside bringing in additional funding from the South London and Maudsley Foundation Trust has seen a staggering increase from 549 in 2023-24 to 1,023 in 2024-25 which is an increase of 86%. Our Croydon Health and Wellbeing Service grew its Phase 2 provision alongside our partnership with Croydon BME Forum from 848 in 2023-24 to 1,405 in 2024-25 which is an increase of 65%.

Emma attending the Social Networking service's Appreciation Event

Given the challenges of a shrinking income in real terms we have been able to grow the number of instances of support.

According to the 2021 UK census, more than 100 languages are spoken locally in Croydon. Over the past year, we have continued to invest in

accessible communication by providing high-quality interpretation services to support our diverse community. This included telephone interpreting, video interpretation, and notably British Sign Language (BSL) to ensure inclusivity across all service users.

In addition to the interpreting services available within NHS embedded service such as Peer Support In Reach, this year we expanded our provision across our services. This has allowed more of our teams to offer support in a way that is linguistically inclusive for the people we work with, resulting in a significant increase in the numbers of people seen.

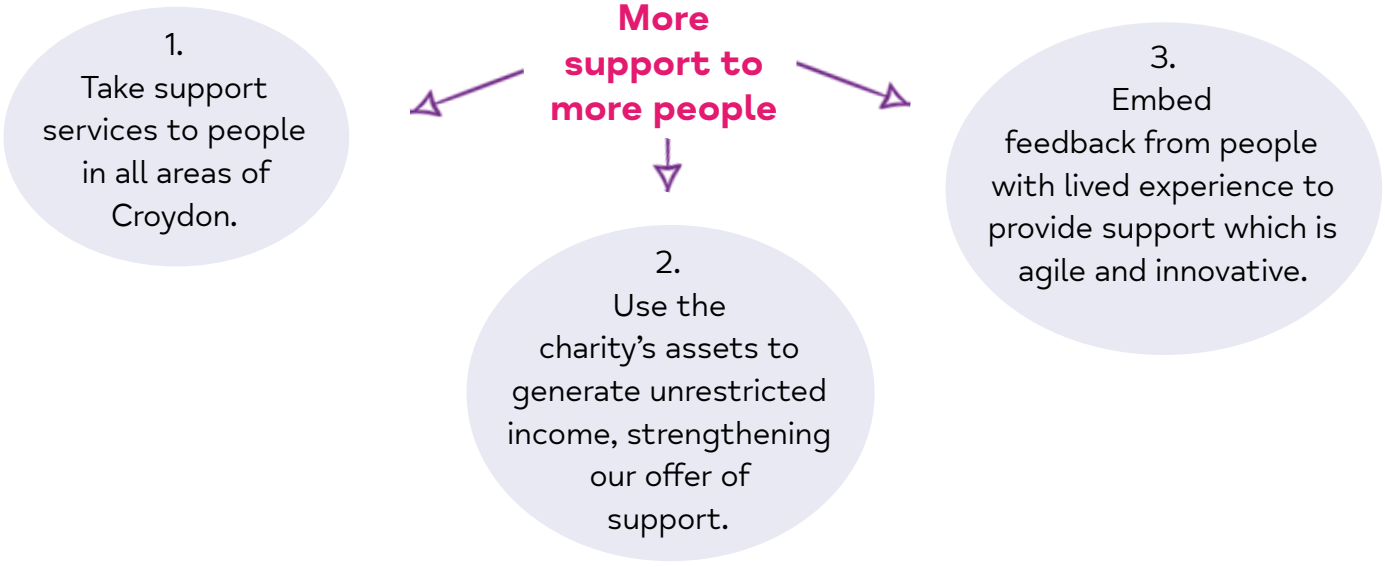
We purchased more than 3,500 minutes in interpreting services in the year. With over 20 different languages spoken including: Albanian, Arabic, Dari, Farsi, French, Greek, Malayalam, Polish, Portuguese, Romanian, Russian, Somali, , Spanish, Tamil, Turkish and Urdu.

The interpreting service became embedded and provided further proof, if needed, that through removing barriers to accessing services such a language – more people will receive support. As the year progressed the language line peaked in March 2025 with 995 minutes of an interpreter enabling people to receive support who previously would not have been able to.

Emma Turner
Chief Executive Officer

Our 2024-2027 Strategy

We are delivering against our strategy implemented on 1st April 2024 which is to work with partners, including commissioners, funders and other service providers, to provide more mental health support for more people in Croydon and its surrounding areas.



For more information about Mind in Croydon, please visit our website at: https://www.mindincroydon.org.uk/

2024-2025: A Year in Numbers

15,040

people received support from us - up by 57%

We raised

£72,239

in donations and legacies

1,563 people were supported by an independent advocate on hospital wards or in the community

We raised

£1.4 million

in previously unclaimed benefits for Croydon residents

63 people volunteered for us

and provided **2,844** hours of their time

valued at over **£39,382**

Our income was

£2,307,129

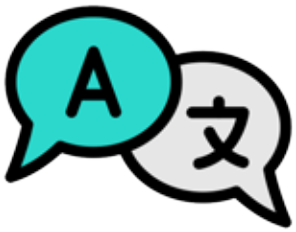
87

referrals to Carers Support

3,365

calls and emails to the Infoline

432 clients requested counselling or carers counselling



The Language Line was used

153

times for a total of

985

minutes

Active Minds

Active Minds encourages people to improve their wellbeing through increasing their physical activity and social connections via our weekly schedule of online and in-person activities. These are held across the borough, during the daytime and evening and include boxercise, tennis, walking and yoga. We also provide peer support groups and drop-in sessions, as well as gentle activities such as relaxation, sound healing and mindfulness.

This year, we have supported **1,023** individuals, twice as many as in the previous year. We have facilitated 334 hours of peer support groups led by people with lived experience and provided **961** hours of activity sessions. We would not be able to do this without our fantastic team of nine volunteers, who have given 365 hours of their time, kindness and skills to our members. We also have sports coaches who bring their expertise and enthusiasm to every session. We are especially grateful for the generosity of South Croydon Sports Club, who continue to gift us the use of their tennis and badminton courts for free each week and City Bridge Trust which provides crucial funding for our service.

We had fantastic feedback from our members:

92% were very satisfied with Active Minds.

84% were more active.

92% felt their mental health had improved.

64% felt their social networks had improved.

24% had reduced medication because of our support.

48% were less likely to need NHS support for their mental health.

48% helped engage with NHS or other support services for their mental health.

75% complemented their NHS talking therapy.

Our funding and partnership with NHS Croydon Talking Therapies enables us to provide free activities and peer support groups to anyone receiving talking therapy support, during treatment and for up to a year after discharge. This has enabled us to embed physical activity into the treatment of anxiety and depression, complementing and supporting people through their therapy journey. We have helped people to lead a more active, sociable lifestyle and continue in their recovery once they are discharged from the NHS sessions.

"Active Minds is excellent. The physical, mental and social support they give helps us to get a more fulfilling life and increase our wellbeing"

Our year-long physical activity campaign- Make your Move for Mind in Croydon was launched on World Mental Health Day on 10 October 2024 and aims to raise awareness of the value of physical activity in improving health and wellbeing, as well as raise funds for the charity. This was co-designed with our members, who remain central to shaping the future of our service. Throughout the colder winter months, we supported our members at our Warm Hub Wellbeing Wednesday session, offering companionship, quiet activities and refreshments. During the summer we move outside, providing Wellbeing in the Garden at our allotment, now in its sixteenth year of operation.

We expanded our team to include two new members of staff who provide outreach activities. Our Recovery Space crisis outreach worker provides one-to-one sessions to clients who are in mental health crisis in the community and our outreach activity worker delivers a range of physical activity sessions in our target areas in the borough. We have taken the service into New Addington, Old Coulsdon and Thornton Heath and have also worked in collaboration with the Croydon Drop-In Talk Bus, attending local colleges to reach out to more young people and focus on preventative interventions. The larger team and new focus on outreach into the most deprived areas of our borough have helped us to provide more support to more people, in line with Mind in Croydon's strategy.

Jo Darville
Active Minds Manager

Make Your Move
Make Your Move for Mind in Croydon

Advocacy Service

Advocacy involves empowering individuals to express their needs, uphold their rights, pursue their interests, and access essential services. Advocates work alongside those they support, standing firmly by their side to promote inclusion, equity and social justice.

The Advocacy Service provides statutory Independent Mental Health Advocacy (IMHA) to Croydon residents who are detained at Bethlem Royal Hospital under the Mental Health Act. Specially trained advocates attend multiple wards at the hospital and support people to express their views and wishes and to understand their rights under the Act. Having a regular presence on the wards enables us to meet with patients, attend ward rounds and support them to communicate with clinicians and ward staff in relation to their mental health care and treatment. The service also provides Community Mental Health Advocacy for people who are informal patients in psychiatric hospitals or living in the community. 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 needs.

Moksud Chowdhury & James Mann attended the Black Belt National Advocacy Conference in October 2024

In October 2024 we attended the Black Belt National Advocacy Conference in Birmingham which enabled us to meet with fellow colleagues and discuss current issues in the wider field of advocacy. In December 2024 we were delighted to be awarded the Quality Performance Mark in Advocacy. This is a quality assessment and assurance system for providers of independent advocacy and successful accreditation ensures that the service can demonstrate and promote their commitment and ability to provide high quality advocacy. We were also awarded a seven-year contract by Croydon Council to deliver this service, following a competitive tendering process. We are very grateful for this recognition and ongoing support for the Advocacy Service. We also successfully renewed our contract with InMind Healthcare Group to provide a weekly advocacy service at two of their high support inpatient rehabilitation services in the borough. As a member of the Leaders in Advocacy Network, we have contributed to discussions relating to the amendments to the Mental Health Bill (currently working its way through parliament), which proposes additional roles for independent mental health advocates.

"I had no idea why I was detained in the hospital. I had no information about section 37 and felt confused. But your support helped me to understand my rights. Thank you for attending my ward round. Now, I clearly understand my hospital admission and discharge plan."

This year we have had contact with 1,663 individuals across both the IMHA and Community Mental Health Advocacy Service. We provided 663 service introductions to newly admitted patients, both voluntary and detained under the Mental Health Act, within their first week in hospital. We held 759 brief contact sessions with clients who wanted to speak directly with an advocate regarding their issues which could be resolved within that one-off contact. In addition, we received 241 appropriate referrals where clients consent to give their personal information and mutually agree an action plan on a single issue over one or more meetings. Of these, 198 were IMHA qualifying and 43 were community referrals.

With a full team in place and being successfully quality assured and funded, the Advocacy Service goes from strength to strength.

James Mann
Advocacy Service Manager

Carers Support Service

The Mental Health Carers Support Service provides information, advice and support to adult carers, living in Croydon who are looking after someone who relies on them. This could be a family member, partner, friend or even a neighbour who needs care because they have an illness, disability, mental health problem or substance addiction. Our service is specifically for carers who may be experiencing stress, anxiety or depression as a direct impact of their caring responsibilities. The service is inclusive to carers living with or without a formal mental health condition diagnosis.

Kew Gardens August 2024

During the year, carers have been supported on an individual and group basis at different venues across the borough including the Croydon Health and Wellbeing Space and the Carers Support Centre. Regular outings enable carers to come together for mutual support and a break from their caring role. During the summer of 2024 we enjoyed some lovely days out to London Zoo, Kew Gardens and Brighton where we enjoyed the famous Harry Ramsden fish and chips! We also celebrated Carers Week in June with a coffee morning, and Carers Rights Day in November with a mindful yoga session and quiz.

"The carers group is an amazingly supportive group. The exercise session is so helpful and reminds us to look after ourselves and our health. The tea and chat afterwards provide a safe space for us to off load, share stories and be ourselves. The support we get from Annette is amazing; she provides such helpful advice and support and us always available for one-to-one chats."

The service has provided 160 one to one sessions in which carers are offered face-to-face or telephone appointments on a day and time that suits them to provide additional emotional and practical support. This can be helping to make a phone call, write an email, or just offload about the stresses of their caring role, over a cup of tea.

"I don't know what I'd do without this service in its support to me and the person I care for. They give helpful advice and speakers. The advocacy speaker was so useful to all of us."

We have also provided 47 group sessions, including our weekly Drop-in Carers Group on a Friday which starts with a mindful movement yoga session for the first hour followed by refreshments and peer support; sometimes we may have a speaker or visitor providing an activity for the group. Support from our other Mind in Croydon services, especially the Welfare Benefits Advice Service, are invaluable especially for carers affected by the cost of living and changes to the welfare benefits system.

Christmas celebration December 2024

In January 2025 we were awarded a seven-year contract by Croydon Council to provide a Mental Health Support and Counselling Service, following a competitive tendering process, which will enable us to further develop our offer to carers in the borough.

Annette Pryce
Carers Support Worker

Counselling Service

bacp Accredited Service

One to one counselling

The Counselling Service provides twelve one-to-one counselling sessions to people aged 18 years and older who are experiencing mental health challenges. Our service is accredited through the British Association for Counselling and Psychotherapy (BACP), and we follow the ethical procedural boundaries set by the governing body.

We are a leading low-cost Counselling Service within the borough of Croydon. Within our 326 service users, 103 service users found our service themselves, 71 referrals came from GP's and 152 referred by other health services.

During the year:

Our volunteers spent **1,727** hours supporting our service and helped deliver **1,302** counselling sessions.

We provided counselling to **326** people.

100% of our service users stated they would recommend our one-to-one counselling service.

92% of our service users were able to cope better after gaining access to our service.

98% of our service users stated that they felt more supported after gaining access to our service.

92% of our service users stated their general health and wellbeing had improved.

Our one-to-one counselling sessions are delivered solely by volunteers, some of whom are students, and some who are qualified, but still share a passion in providing a service for our community. Our volunteers commit to seeing three clients every week, which enables us to offer thousands of counselling sessions to those seeking counselling in our borough.

Carers Counselling

Our Carers Counselling Service provides essential support to carers aged 25 and above in Croydon. A carer is eligible for six free one-to-one sessions and unlimited access to the monthly psychoeducational workshops.

This year:

278 carers received support from our counselling service.

We delivered **545** which supported **127** cares uing our counselling service.

45 carers attended **10** workshops.

95% of our carers stated they would recommend our service.

This year we were successfully awarded a seven-year contract by Croydon Council to provide our Carers Counselling Service, alongside our Carers Support Service, this will ensure that our service continues to support those who care for others. Looking ahead it is clear that demand for both services will grow, so we are working at new ways of supporting our clients, for example by offering online and telephone sessions for those who are unable to attend face-to-face sessions, thereby making our service more accessible. We are also open to delivering more psycho-educational support groups.

Lewis Gains
Counselling Service Manager

Croydon Health & Wellbeing Space

The Croydon Health and Wellbeing Space (CHWS) provides information, advice and guidance, Recovery Space crisis support, group activities and clinical psychology interventions to residents registered with a Croydon GP, on issues affecting their mental health. Delivered in partnership with Croydon BME Forum and NHS South London and Maudsley NHS Trust, we reach people and communities who could otherwise fall through the gaps of mental health support.

In 2024 - 2025, the CHWS has experienced a significant growth in the number of people accessing the service. The team has delivered **7,597** instances of support, totalling **2,668** contact hours which is a **151%** increase from 2023-2024. This support included **4,493** sessions that were accessed via face-to-face, phone, or email contact. The team also delivered **3,104** pre-booked appointments for clients, **217** of these being telephone appointments. Just over a thousand of our clients received support on more than one occasion. Many Croydon residents are struggling with the increasing cost of living - **47%** of total support provided in 2024-2025 related to financial issues, closely followed by housing support at **26%**, and peer support at **13%**. We use Language Line to ensure that our service is accessible to clients who do not have English as a first language.

"The staff understood me, and they helped me to understand things as English is not my first language. Overall staff are very helpful."

During the year, we registered **1,405** new clients, primarily via self-referral (**92%**). The largest percentage of these referrals came from the Black or Black British community (**30%**), and we have also seen a **105%** increase from 2024-2025 in the number of males accessing the service for the first time. The age group who accessed the service the most was age 61+ years (**23%**) and **42%** of our referrals came from the CR0 postcode area.

We provided **61** advice sessions run by staff from the Department for Work and Pensions, FJS, Status Employment, Mind in Croydon Carers Support Service and Advocacy Service, which resulted in **215** clients being supported. Peer support groups were accessed by **1,085** clients, with a total of **162** sessions provided, totalling **241** hours of peer support. The Connect and Cope group, run in partnership with Mind in Croydon's Recovery Space, has been especially popular with sessions running every week.

"Good to have somebody who can support when things are overwhelming. I got good guidance on some forms, and they made it easy."

Awareness raising weeks enabled us to reach out to communities and raise awareness of issues- this year we held events for Time to Talk Day, Mental Health Awareness Week, LGBTQIA+ History Week and Black History Month among others. Volunteer support is vital for the smooth running of the CHWS, and we have benefitted from **690** volunteer hours provided by a range of volunteers who support the advice team - a 26% increase from 2023-2024.

In 2025-2026, we look forward to continuing to grow the service and to work in collaboration with more local organisations in Croydon. We are also hoping to develop our outreach work by attending more MP surgeries, local events, and community hubs to establish working relationships with other organisations and to reach more people in need of support in Croydon.

Danielle Pulford
Croydon Health & Wellbeing Space Service Manager

Welfare Benefits Advice

The Welfare Benefits Advice Service supports clients with complex benefits issues, including cases that need to be taken to tribunal on appeal and others that raise difficult legal issues. Now in the second year of being part of the Croydon Health and Wellbeing Space (CHWS) offer within the Mental Health Transformation Programme, both services work closely together to identify clients in need of specialist advice and representation.

I would be lost without [staff member]- they have helped me so much both practically and mentally. I find it very difficult to speak on the phone, so [staff member] helps me to communicate when I'm feeling anxious. I wouldn't be able to cope with any of the benefits paperwork by myself. Others don't understand how it affects people inside. I don't feel judged – I feel safe.

We have supported **614** clients in the year and raised **£1.4 million** in previously unclaimed income. Funding from National Lottery Community Organisations Cost of Living Fund enabled us to upskill staff across the organisation with welfare benefits training, ensuring that referrals to the Welfare Benefits Advice Service are for those clients with more complex cases. The introduction of Language Line this year has had a hugely beneficial impact on our ability to support clients who do not have English as a first language.

Finding my way through the benefits system would have been impossible without your help, thank you.

There are very few organisations in the borough providing welfare benefits support and as the welfare benefits system undergoes changes, inevitably the demand on the service increases and with a small team the main challenge is to manage the high number of referrals. We need additional staffing to meet this demand and will be prioritising this in the year to come. We will also be renewing our Advice Quality Standard accreditation at the end of the year, which ensures that we meet and can demonstrate that the service is accessible, effectively managed and meets the needs of our clients.

Helen Thompson
Head of Social Inclusion and Support Services

Information Service

In 2022 the Local Authority cut the funding to the service and where we had used the charity's reserves to support the ongoing provision of this service, this was not a finite pot and towards the end of the year we morphed what had been the previous iteration of the Information Service including the Information Line into a bolstered provision at our front door (both digitally and in person) provided by the Health and Wellbeing Space. This decision enabled us to triage each enquiry and request for support including a signposting function from that outward facing service.

Our website continues to offer an overview of our services, including referral forms, opening hours, and information about other organisations. By introducing WhatsApp, we increased the ability to access information and removed further barriers to seeking support. Overall, we responded to a total of 3,365 enquiries.

Emma Turner
Chief Executive Officer

In-Reach Peer Support

The primary objective of the In-Reach Peer Support Service is to offer tailored and adaptable assistance that fosters hope for individuals admitted to NHS inpatient rehabilitation wards. This initiative aims to facilitate recovery and ensure a smooth transition back to the community, delivered by peers who have faced similar challenges and understand the apprehension associated with reintegrating into society after an inpatient stay.

"We are so grateful for all that you've done. We know from things they told us that having someone by their side who has faced similar challenges and come through it has been both reassuring and inspirational for them" – Carer of patient.

The service focuses on six rehabilitation units throughout south London and collaborates with two other local Minds, with Mind in Croydon serving as the lead provider. Every ward has one or two Peer Support workers, dependant on the sie of the ward.

One of the greatest achievements this year has been an independent evaluation of the In-Reach Peer Support Service for the South London Mental Health and Community Partnership. The evaluation took place over a six-week period in the summer of 2024 and included discussions with key stakeholders including Peers, unit staff, patients, carers and commissioners.

Key questions addressed included:

* What are the strengths of the Peer Support Service and its pathway?
* What challenges need to be resolved?
* What recommendations can enhance the model, outcomes, processes, and overall impact?

Significant findings were that:

* The pathway for peer support is clear.
* The service provides a critical role to promote recovery and support successful transition to the community.
* Focus on personalisation and an understanding that each person's journey is unique.
* Peers helped people to become (re) integrated into their communities.
* Peers received an exceptional level of support.
* Staff consistently described how impactful the peers were.
* Patients and their families proved exceptional feedback.
* There was evidence of great partnership working and the peers are welcomed by the units.
* The impact the peers have on the recovery journey for patients is very well evidence.

In summary, the assessor stated: "This service should be showcased and offered as a blueprint to support other peer development in statutory services and contribute to the research on the effectiveness of peer support when implemented using the correct structures, resources and value-based approach."

This year, there have been a total of **1,107** patients across all six units and of those, **887** patients engaged and received support and **394** were assisted in achieving their ongoing recovery goals and objectives in preparation for discharge. By the end of March, peers had continued to support **26** patients in navigating the 12-week discharge pathway within the community.

They help patients to build confidence, take control of their lives, focus on their strengths and inviting them to explore what a meaningful life looks like to them while managing their ongoing health challenges. They engage patients in conversation through 1:1 sessions and/or motivate them to engage in activities such as Tree of Life group, Yoga class and Mutual Support group. - Ward staff member

Throughout the year, peers have facilitated their own support groups, with attendance recorded at **290** out of the **1,107** patients. They also participated in **451** group sessions with patients to foster engagement. Additionally, peers have provided one to one support to **394** patients this year.

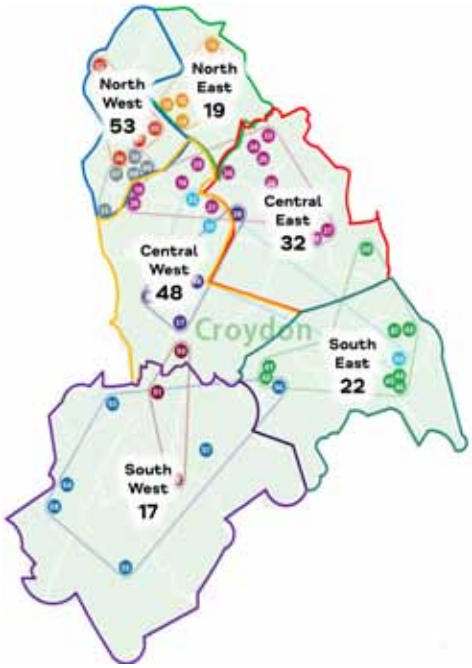
Shalini Patel
In-Reach Peer Support Service Manager

Mental Health Personal Independence Coordinator Service (MHPIC)

The MHPIC service offers one-to-one support to individuals who are 18 years and over, registered with a Croydon GP and experiencing poor mental health.

This service provides clients with:

* Direct person-centred support.
* Support to co-ordinate daily tasks and manage a Personal Recovery Plan.
* Assistance to access and use community support services.
* Support to manage and maintain physical and mental health and general wellbeing.
* Referral and encouragement to engage with clinical interventions.



At the start of 2024, there were **90** cases open within the service and **34** referrals on the waiting list to be allocated.

For the year 2024 to 2025 the service received **191** new referrals, **50%** of which came from the GP Huddles and from the various localities as demonstrated in the map to the right.

* The team attended a total of **992** GP huddles for the year.
* There was a **49%** increase in the number of referrals received from Social Prescribers.
* **344** clients engaged with or accessed the service.
* **171** clients were discharged.
* **198** home visits were undertaken.
* **41** community appointments were carried out, which involved accompanying and supporting clients to attend venues such as leisure centres, banks and the hospital, in addition to services such as Jeanette Wallace House, the Job Centre, Change Grow Live and Croydon Health & Wellbeing Space.
* **666** goals were set with clients, and **532** goals were achieved to date.

"Thank you both and to Mind in Croydon for the support. You guys are better and more understanding than others who have consistently let us down. Thank you so much. We have food and for a long time because of you. I will never stop thanking you."

Throughout the year we referred and signposted clients to approximately **96** different services & organisations. At the end of the year, there were 12 clients on the waiting list to be allocated. Throughout the year the team engaged in different events, for example:

* World Café Event at Ashburton Hall
* Joint Working Forum (Social Prescribers, Age UK PICs, Croydon BME & other professionals)
* Freshers' Event at Coulsdon College
* Freshers' Event at Croydon College
* Black Mental Health Conference
* Workshop with Age UK PICs
* Virtual Engagement Event organised by One Thornton Heath PCN on 11 March 2025

The team also attended various team meetings for the Transitions and Adult Safeguarding Teams to raise awareness and to promote the service.

For the new year the team will promote the service to those areas who are not routnely making referrals. We will establish a more collaborative working relationship with key stakeholders.

Valerie Williams
MHPIC Service Manager

Recovery Space

The Recovery Space offers a safe, seven days a week, non-clinical, supportive environment for adults experiencing a mental health crisis during the day at the Croydon Health and Wellbeing Space and the evening at a central location in East Croydon. We offer short term individual and group support as an alternative to using other crisis services to promote wellbeing, social inclusion and recovery.

The aim of the service is to help someone:

* Manage their crisis.
* Identify their crisis triggers.
* Identify their strengths & coping methods.
* Develop effective ways of coping.
* Explore self-help tools and apps.
* Improve self-confidence, esteem & independence.
* Develop their own personalised wellbeing tool kit.

By offering:

* Six one-to-one focused support sessions for each client in crisis, delivered in-person or over the phone.
* Group activities, including Journalling, Mindful Movements, Mindfulness, Mindful Art, Connect and Cope support group, encouraging peer support and social engagement.

From a referrer:

"I wanted to take a moment to express my gratitude for your incredible efforts and dedication. We have a client under our service, and I'm thrilled to share that he had spoken very highly of the support and service you've provided. This kind of feedback is a testament to your hard work, professionalism, and commitment to excellence. A massive thank you to each of you for making such a positive impact. Your contributions truly make a difference!"

This year we have also run a co-production men's group, providing space for discussions around mental and physical health. Recognising the value of peer-led support, a women's group will launch soon. This year also saw the introduction of a psychodrama group, offering structured, clinical support to help clients process difficult emotions in a safe setting.

In 2024–2025, we supported **1,098** individuals and delivered **5,257** attended appointments. GPs remain our biggest referrer, in addition to Croydon University Hospital's Psychiatric Liaison Team, Croydon Talking Therapies, and drop-ins via the Croydon Health and Wellbeing Space.

"Thank you for being such a help to me, there were some really dark moments, and you really helped me calm them and move forward. I still take on a lot of things that you said to me and carry it with me so, I wanted to let you know how much I appreciated everything you did."

Client demographics have shifted this year - whilst the 18-34 age range continues to be a large group, their proportion dropped from **51%** to **41%**. Meanwhile, the 35–54 age range rose to **40%**, and those aged 65+ doubled from **2%** to **4%**, indicating a rise in the average client age. The gender breakdown remained consistent at **58%** women and **42%** men, though men continue to be underrepresented. We have seen lower engagement from Asian communities compared to the 2021 Croydon census, we have been addressing these through outreach work, such as with the Asian Resource Centre, which has resulted in a 1% increase from the previous year.

From our feedback survey:

89% were satisfied or very satisfied with the quality of support.

85% felt their crisis was effectively managed.

93% praised the responsiveness and kindness of staff.

Looking ahead, we aim to run a group session on a daily basis, providing clients with more opportunities for connection and support. We are also exploring ways to involve volunteers to expand our capacity and support staff wellbeing. Continued staff development remains a priority, with ongoing training required to ensure we are able to meet our clients' needs.

Poppy Ramsay
Recovery Space Service Manager

Social Networking & The Hub

Mind in Croydon's Social Networking Service, known as The Hub, is based at our central Croydon premises. It provides support for people who are experiencing or recovering from mental health problems to engage in activities in the community as part of their recovery. The Hub also provides a safe place for people who are lonely and isolated to meet and socialise. as well as receive practical help and advice.

"Wonderful place to go, wonderful support. Full of amazing friendly staff who really care."

There are various groups that bring people together and engage in activities such as art, drama, singing, creative writing, poetry, storytelling. We also run groups specifically for young people, women and men as well as specialist activities such as equine therapy.

The main achievement of the year was a successful application to Mind in Croydon's Innovation Fund which has enabled us to continue running our vibrant Drama group and the Reader group. One of our clients was trained to be a Reader and is now facilitating a weekly group.

"Great groups and activities. Love how everyone is so creative and how we get on so well."

We also held a clients and staff achievement day where attendees were recognised for their contribution to the Hub with a celebration afternoon tea. In response to feedback from members, the Hub now provides breakfast which is very popular and has increased attendance.

"100% Happy at the Hub. Staff do an amazing job."

The team attended various locality meetings and collaborated with other community teams such as Housing Forums, Coulsdon College, Croydon College and Croydon University Hospital. The staff team received training from St Christopher Hospice to enable them to facilitate compassionate chat groups.

The service had 527 clients during the year:

229 new clients were referred.

127 clients were discharged. This included those who left to take-up volunteering, further education or employment.

629 individuals were supported.

4 new peer support volunteers were recruited and trained; this equates to them giving **1,057** hours of their time to the Hub.

2 new volunteers were recruited and trained, which equates to **1,106.5** hours.

We received **96** hours of external facilitators support with various groups.

Some of the challenges faced by the service include recruiting and maintaining volunteers so we plan to recruit social care students from local colleges who will benefit from a community placement and provide additional support in return. Identifying low-cost community activities for members is increasingly difficult, but we aim to find additional grant funding to enable us to fund outings and other activities. Meeting the needs of our clients is a priority, so we will continue to source training for staff to ensure that we continue to build our expertise in mental health. We are committed to continue to co-produce activities with members and responding to comments and suggestions collected from the 'we said, you did' monthly feedback.

Arlene Foster
Social Networking Service Manager

Lived Experience: More Than a Buzzword—A Commitment to Change

Mind in Croydon encourages the voices of those with lived experience of mental health in a range of ways, both from our staff, volunteer, and trustee team as well as from the people who use our services.

Over the past year, we've broadened our commitment to embedding lived experience into every layer of our work. While "lived experience" is sometimes referred to as a buzzword, for us it's a guiding principle—one that shapes how we design services, make decisions, and support people through their mental health journey.

Our Peer Support In Reach project is a standout. Individuals with lived experience of mental health challenges are now supporting others as they transition from inpatient wards back into the community. This isn't just about empathy—it's about expertise. These peer supporters bring a depth of understanding that can't be taught, and their presence is helping to build trust and hope during what can be some of the most challenging moments in a person's recovery.

Lived experience has enabled our overall Governance to evolve to the extent that people with lived experience shape the recruitment process for prospective Trustees and sit on the interview panel.

Partnerships have flourished too. Collaborations with organisations like Three Hands, Croydon Council, and the NHS are now shaped by people with lived experience, making sure that engagement, strategies are authentic, inclusive, and grounded in real-world insight.

Our Innovation Fund is reviewed and shaped entirely by a panel of people with lived experience, ensuring that new ideas are relevant, impactful, and rooted in the needs of the community.

We've also made feedback a central part of our improvement process. Across all projects, we collect real-time feedback using tablets at service sites. This gives us a snapshot of how someone felt on the day they accessed support—raw, honest, and immediate. And we don't just collect it—we act on it. Our "You Said, We Did" section on the website shows exactly how feedback has led to changes, like adding more form-filling support slots at Croydon Health and Wellbeing Space or making Active Minds activities more inclusive through LGBTQIA+ visibility.

Our Lived Experience Advisory Panel met early in the year to shape priorities and refine how lived experience is embedded across our work. As we move into 2025–26, we're exploring how to transform LEAP's involvement even further—looking at new ways to amplify its voice in strategic planning, service evaluation, and organisational learning. This next phase is about deepening the commitment and ensuring lived experience continues to lead, not just inform.

Our surveys, refined by LEAP, continue to provide valuable insights. We spent time making sure the questions were clear, accessible, and emotionally considerate. The results speak volumes:

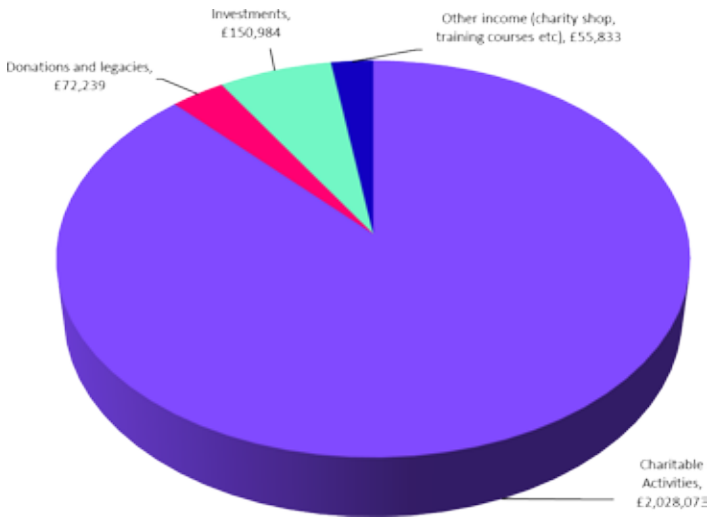
* **92%** of Croydon Health & Wellbeing clients reported improved wellbeing.
* **85%** of Recovery Space clients said the service helped manage mental health crises
* Across all projects, people rated their experience an average of **9** of 10.

In short, lived experience isn't a checkbox—it's a commitment.

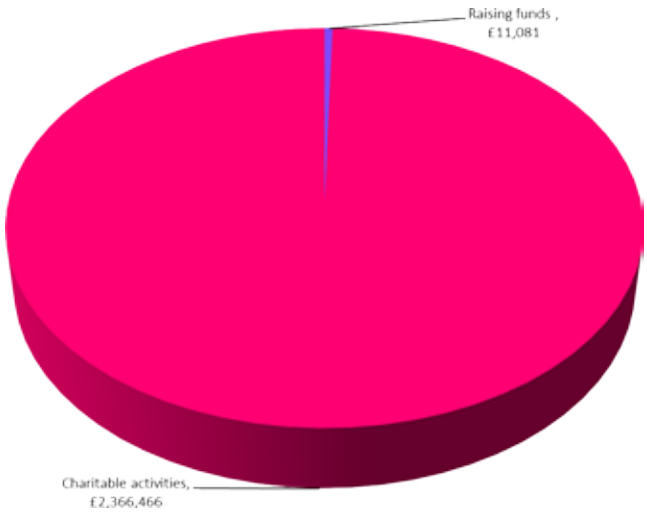
Tom Goddard
Director of Services

Income and Expenditure

Income:
£2,307,129



Expenditure:
£2,377,547



Governance

We are governed by our board of trustees and full details of our governance processes and structures are detailed in our full statutory accounts for 2024/2025 are available online from Companies House and the Charity Commission.

Since April 2024 Saba Khan, Angelica Thomas, Eula Kerr, Carla Coulson, and Simon Arday have resigned as trustees, we thank them for their support. As a result of this we launched a recruitment campaign and at our June 2025 board meeting we appointed 5 new trustees. These trustees bring with them a wealth of valuable skills and knowledge which will add to the current board skill set and in addition bring valuable experiences of mental health services and issues.

Following our Trustee Awayday in May 2024 we progressed with the development of our governance structure. During the year we set up a new People and Culture committee, chaired by Lyndsey Humphreys, this committee has the remit to develop our People strategy and support the Senior Management Team with the delivery of critical People and Culture objectives.

Since the year end, we have set up a Quality and Safeguarding committee which will focus on ensuring our service delivery and safeguarding practices are maintained at the highest standard. These two committees sit alongside the Finance and Risk committee to form our three supporting governance structures and allow the Board to dedicate its meetings to strategic development and critical risk management.

Our governance objectives during 2025-26 include ensuring our committee structure operates effectively, a review of our delegated authorities to ensure that we have the right balance across the board, committees and senior management team and the onboarding and development of our new trustees.

Thank You

Volunteers

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

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

Fundraisers and Donations

A massive thank you to each and every person, organisation and agency who have supported Mind in Croydon over the year.

Whether you have donated your time, your preloved goods or your money, whether you are a funding partner, part of a commissioning authority – we are appreciative of your input.

If you have shared your experiences and thoughts with us; we grow and learn from your insights – thank you for pushing us to be better.

How you can support us

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

* You can follow us on Social Media *(see back cover)*, 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/
  * Become a LEAP Panel member - https://www.mindincroydon.org.uk/leap/
* You can fundraise for us:
  * 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
  * JustGiving by setting up a fundraising page at https://www.justgiving.com/mindincroydon
  * Signing up to EasyFundraising at https://www.easyfundraising.org.uk/causes/mindcroydon/
* You can donate pre loved items to our Charity Shop:
  Selsdon Mind Shop, 135 Addington Road, Selsdon, South Croydon CR2 8LH
  Tel: 020 8651 4114
* You can talk about our work with your friends and family

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

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Surrey
CR8 2NE

020 8668 2210
admin@mindincroydon.org.uk

Orchard House

Orchard House
15A Purley Road
South Croydon
CR2 6EZ

Active Minds

020 8253 8205 / 6
activeminds@mindincroydon.org.uk

Advocacy

020 8763 6730
advocacy@mindincroydon.org.uk

Whitgift Centre

Croydon Health and Wellbeing Space

First Floor, Unit 1101-1102
020 3154 9539

chws@mindincroydon.org.uk

Fairfield House

10 Altyre Road
East Croydon
CR0 5LA

020 8688 1210
fairfield@mindincroydon.org.uk

The Hub/Social Networking Service

020 8688 1210 *(Option 1)*
hub@mindincroydon.org.uk

Carers' Support Service

020 8688 1210 *(Option 3)*
carers.support@mindincroydon.org.uk

MHPICs (Mental Health Personal Independence Coordinators)

020 8688 1210 *(Option 2)*
mhpics@mindincroydon.org.uk

Recovery Space

020 8688 1210 *(Option 4)*
recoveryspace@mindincroydon.org.uk

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Advocacy QPM AWARD