



 **mind** in Croydon

Our Impact
2023-24

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

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Welcome and Chair's Summary



Jill Kyne
Chair

In a year of significant change for our charity it is a tribute to our team that there is so much impact to report and I would like to start by thanking Brett Garcia, our outgoing chair, who retired in December. Brett joined Mind in Croydon as a trustee in February 2019 and ably steered the charity through the Covid pandemic. I am

grateful for Brett's passion for our charity, our people and our clients and thank him for his support as I stepped into the role as Chair. I am delighted to be working alongside our CEO, Emma Turner. Her first full year in this role has been challenging and her personal vision and leadership has ensured we continue to focus on where we are needed most.

The year has seen some significant achievements, and this report highlights those together with the impact the team have made. As a board we have responsibility for oversight of the charity and are grateful for the support from National Mind in the form of the Mind Quality Mark, a rigorous triannual quality assurance review. This was led by people with lived experience of mental health problems and senior leaders from other local Minds. The robust assessment affirmed that Mind in Croydon is a well-run organisation, delivering safe, life-changing support for people with mental health problems. It also gave us a clear action plan for building on our strengths which we will deliver over the coming year.

Alongside the successes come the challenges and in December we closed our charity shop in Addiscombe as a result of unsustainable trading conditions. We are grateful to all the staff and volunteers involved in the shop's operation since 2013. We face significant challenges with our funding not matching the need

of clients. The cost-of-living impact on our own costs is far greater than the amounts our funders will bear and our shift in strategic focus to building a sustainable income stream from other sources is timely.

I want to thank all of Mind in Croydon's trustees for their invaluable support in this busy and challenging year, all our staff and volunteers who deliver excellent services across Croydon and finally thanks to everyone who has contributed to us in donations, fundraising activities and moral support. We could not do what we do without you.

Jill Kyne
Chair of Mind in Croydon



Jill presenting on World Mental Health Day 2023

Chief Executive's Introduction



Emma Turner
Chief Executive Officer

Our impact is well documented anecdotally by people who receive support from us, their carers and friends. This Impact Report seeks to add to this by providing information, numbers and context as well as describing the challenge we face still in fighting on behalf of people with mental illness and those experiencing mental health issues to have

their rights upheld, their voices heard and an equity in access to high quality services.

We have continued to build on our strengths and legacy within the community, and despite financial pressures and rigorous scrutiny, we have striven to and succeeded in meeting our aim: to provide more varied and accessible services, to more people living in and around the Croydon area.

The year began with a review of our strategy. All key stakeholders joined in this endeavour, to revise and write an ambitious new strategy for the organisation; our Lived Experience Advisory Panel, staff and volunteers came together to shape the new vision which was further informed by feedback, as well as data and local intelligence. We were proud to launch our 2024-27 Strategy on World Mental Health Day in 2023.

As we continue to respond to the ongoing cost-of-living crisis, we have been able to reach and support more people. Despite council cuts to funding which threatened to close our Welfare Benefits Advice service, the team are now embedded in the Croydon Health and Wellbeing Space delivery providing further reaching support. This year they raised a record £1.2 million of previously unclaimed benefits, for over 700 people. The impact of this increased income not only provides greater security to the households of those accessing our services, but ultimately returns money to the local economy.

Sadly, we were made aware in late 2023 that 26

Pampisford Road – the building our charity was established in, in 1967 – had been earmarked for disposal as part of the council's debt management strategy. Despite strong petitioning we have been unable to reverse this decision. We are therefore currently reviewing the options available to us, committed to maintaining our strong presence in the south of the borough. We will respond to adversity by finding the best solution that enables us to continue to serve the residents of Croydon.

As a founding member of the Mind in London collaborative, we continue to campaign and lobby on behalf of people impacted by mental illness and seek to influence the wider voluntary sector in our communication with key decision makers, senior elected members of parliament and local councils as well as through our press and media involvement. We are relentless in this pursuit.

Finally, I would like to extend my ongoing gratitude to all the brilliant people who make Mind in Croydon the success it continues to be: those using and informing our services, those volunteering their time and passion, and those striving to make a difference to the mental health of the communities in and around Croydon.

Emma Turner
Chief Executive Officer



Emma with Mayor Perry meeting clients

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 4

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

Strategic Aim 2

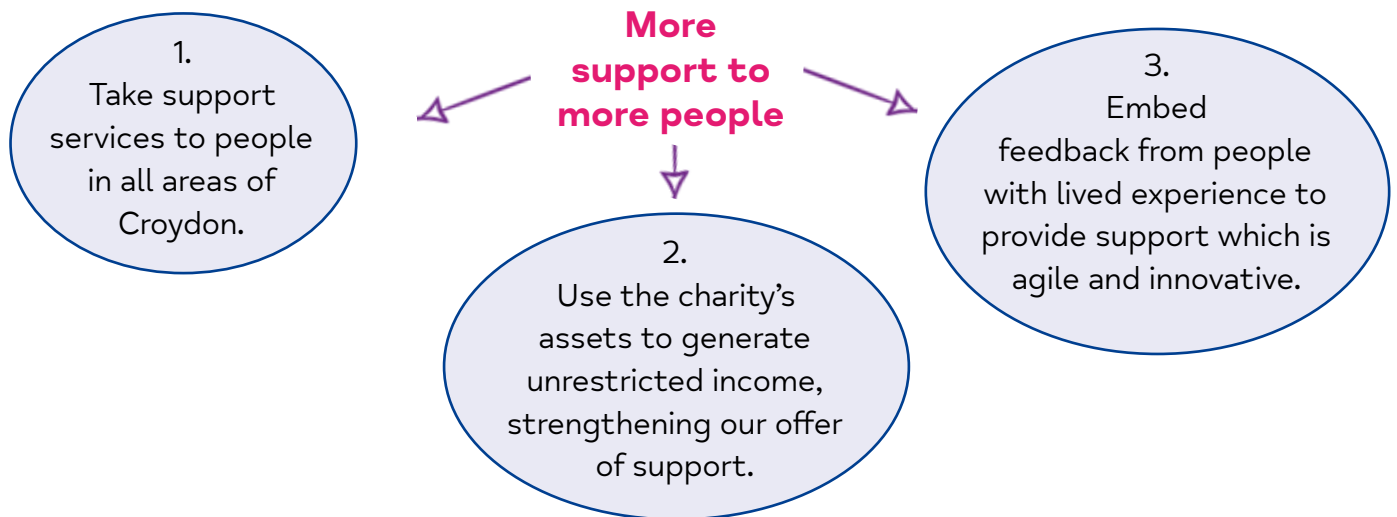
To build on our skills, knowledge and experience as a provider to develop new ways of working, partnerships, support, new services and to ensure that we can continue to provide what people tell us they need and want.

Strategic Aim 3

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



We look forward to delivering against our new strategy from 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/>

2023-2024: A Year in Numbers

We provided support with their mental health to

9,367

people - up by 8.5%



We raised

£103,684

in donations and legacies - up by 64%

253

referrals to Carers Support - up by 90%



We raised

£1.2 million

in previously unclaimed benefits for Croydon residents



1,602 people were supported by an independent advocate on hospital wards or in the community - up by 6%



517 clients requested counselling

Our income grew by 11% to

£2,425,063



56 people volunteered for us

and provided **6,457** hours of their time

valued at over **£84,900**

up by 3%

2,862

calls and emails to the Infoline



Active Minds

This year we supported a total of **549** people, an increase of **43%** on the previous year.

This was in part due to a new partnership with NHS Croydon Talking Therapies, providing peer support and activity groups, both online and in person at the Bethlem Royal Hospital.

“As a carer, it was so lovely to meet other people and have a rest day, connecting with people is so important and I really enjoyed this day. Thank you.”

In March, Active Minds won the coveted Health and Wellbeing Award at the London Sport Awards held at Guildhall. This award recognised us going beyond physical activity and providing a sense of community amongst our members.

We received **362** referrals for our community project, with the majority being self-referrals and received **161** referrals for the NHS Talking Therapy partnership.

98% were very satisfied with us.

73% were more active.

70% felt their mental health had improved.

53% felt their social networks had improved.

13% had reduced medication because of our support.

68% were less likely to need NHS support for their mental health.

We are very grateful to all of our volunteers who gave a total of **319** hours of their time, providing weekly sessions of badminton, yoga, mindful movements, mindfulness, relaxation and walking. The service benefits from our ongoing partnership with South Croydon Sports Club, who gift us the use of their tennis courts and also provide coached badminton sessions for our members.

“Mindful movements is great, especially for people who are scared of the word yoga! It’s very gentle, great for me after I had surgery. It calms your mind, like meditation with movement.”

We provided **90** hours of peer support groups as part of the Talking Therapies partnership, although all of our sport and activity sessions allow people experiencing poor mental health to support one another. The variety of activities included Tai Chi, Zumba, Boxercise, table tennis, tennis, cycling and gardening. We provided online sessions for those not able to attend in-person groups and the weekly Zoom social allowed members an opportunity to regularly connect and tell us their ideas.

“My head isn’t always in the best place, but this is my safe space where I can come and there’s no judgement and just be.”

In the summer, we enjoyed a game of cricket, yoga in the sunshine and a picnic to music in Lloyd’s park.

Listening to the *You Said, We Did* initiative, we implemented members’ ideas concerning the cost of living. We moved the gardening group indoors over the coldest months and turned our office into a Warm Hub for Wellbeing Wednesdays, with free hot drinks and snacks and lots of games and activities to enjoy, including seed sowing. We also had a volunteer who gave aromatherapy hand massages to our members every week.

“It gives an opportunity to get to know others at the groups. It’s helped break the ice and we’ve gone for walks by ourselves.”

Next year following on from requests from community support projects we are looking forward to the service expanding into all localities, so we are working to build on our community partnerships to provide activities in more areas across Croydon.

Joanne Darville
Active Minds Manager



The team accepting an award at the London Sport Awards 2024

Advocacy Service



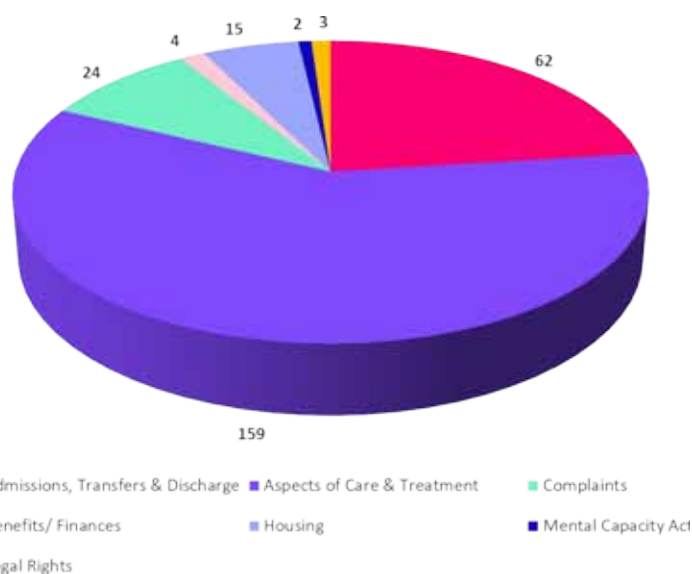
The Advocacy Service provides Independent Mental Health Advocacy (IMHA). This is a statutory service under the Mental Health Act 1983 supporting people who are detained or treated within the framework of the Act.

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.

This year we had contact with **1,602** individuals across both the IMHA and Community Mental Health Advocacy Service:

- * **269** were 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. 169 of these were IMHA qualifying and 100 fell under our non-statutory community mental health advocacy project.
- * **716** were brief contact sessions, these encompass 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.
- * **617** service introductions were provided to newly admitted patients, both voluntary and detained under the Mental Health Act, within their first week in hospital.



What people wanted support with:

The data above demonstrates that across both projects; advocacy clients in **82%** of appropriate referrals in 2023-24 requested an advocate to support them in meetings where aspects of their care and treatment are being discussed, or decisions are being made regarding the advocacy clients admission, transfer, or discharge to/from an inpatient unit.

“Thank you, Advocacy Service and James, for being with me at my appointment today. I find that I am treated better by my care coordinator when my advocate is there; this is because I feel she takes me more seriously because my advocate gives me the confidence to speak up for myself, which I don’t otherwise have. I can get very stressed and anxious and sometimes I can feel intimidated when I am in the room alone with health professionals. Thank you for attending with me; it made the process far better for me. I am not very confident at getting my needs and wishes met on my own because I can struggle to communicate without advocacy- having someone there makes those professionals accountable.”

James Mann
Advocacy Service Manager

Carers Support Service

The Carers Support Service provides support to carers over 16 years of age who care for someone with a mental health issue.

This year:

- * **253** people were supported.
- * **62** groups were facilitated.
- * Throughout Carers Week we responded to **76** individual enquiries whilst having a presence in the community.

The service enables carers to have respite from their caring responsibilities, gain knowledge of their rights and acquire strategies to manage the psychological impact of their role. We do this by:

- * Providing access to weekly groups offering mindfulness facilitated by a qualified instructor followed by peer support and an opportunity to meet other carers who are caring for someone with mental health issues.
- * Providing groups at different times of the day and evening all week to ensure people can find a time to come along.
- * Providing access to drop-in sessions at Croydon Health and Wellbeing Space, Community Hubs and at the Carers Information Centre.
- * Providing opportunities to hear from speakers including Healthy Homes regarding support around energy bills and heating who can give guidance and support on how to manage during the winter months.
- * Providing opportunities to training and learning about their rights under the Care Act.

This year, carers have been involved with the development of the new Croydon Carers' Strategy by attending in person Carers Board meetings and helping the commissioners to develop a strategy in line with carers needs. The feedback from our carers is that they feel empowered, valued and included when they are listened to.

To have a short time and space to themselves, carers visited the tower of London, Kew Gardens, and Brighton. They enjoyed connecting with others and the opportunity of having emotional respite.



Carers trip to London

Case Study:

A carer was referred via the Croydon Health and Wellbeing Space and is a carer for their child who was experiencing psychosis and suicidal ideation. The carer was feeling very overwhelmed, had struggled emotionally and financially. They worried that their child was not getting the support she needed. Since accessing the service, they are now:

- * In receipt of Carers Allowance.
- * They attend the weekly carers group and have connected with peers.
- * They see a trained Carers Counsellor in our Therapeutic Service.
- * Experiencing a significant difference to how they are feeling and able to manage their caring role better.
- * Supporting other members of the group.

Jacqui Dyce
Head of Mental Health & Wellbeing Services

Croydon Health & Wellbeing Space

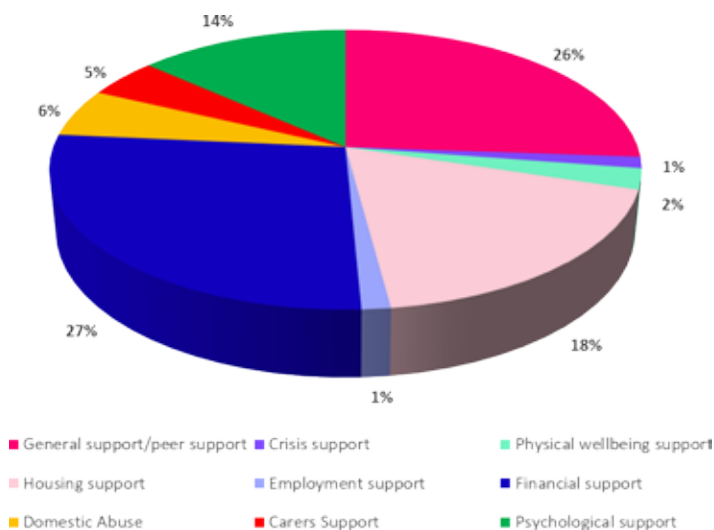
The Croydon Health and Wellbeing Space provides information, advice and guidance on issues affecting mental health. Delivered in a partnership with Croydon BME Forum and South London and Maudsley NHS Foundation Trust, the space directly supports people and communities who could otherwise fall through the gaps of mental health support.

“Thank you so much for all you are doing. I’ve been going to the group sessions every week. It’s really helped me. Before I was teary, and it has really helped me feel grounded.”

This year the space has experienced a growth in the number of people accessing the service; based on the previous year we have seen a **30%** increase.

We have delivered:

- * **3,027** support sessions, totalling 1,200 contact hours.
- * **1,631** of these sessions were to people either dropping into the space or over the phone and through email.
- * **726** pre-booked appointments for clients, **114** of these being telephone appointments. **528** clients received support on more than one occasion.



This chart reflects the challenges faced by people in Croydon as a result of the cost-of-living crisis.

“Thank you so much for the call back. I felt heard and that alone goes a long way.”

848 new clients were registered with the service – **91%** of these being self-referrals, showing the real impact of the location and delivery model of the Health and Wellbeing Space. **21%** of these referrals stated their ethnicity as being “Black or Black British”.

We have seen a **114%** increase on the previous year in the number of males accessing the service for the first time. Most frequently people aged between 50 and 60 came for support.

“What you do here is amazing, you are doing a great job. We are all grateful that you are here. We need services like yours.”

Such is the uniqueness of this service and delivery model that we are proud to have enabled over **160** hours of additional support by external organisations such as the Department for Work and Pensions, Working Homes, Status Employment, and the Family Justice Centre all of whom have enabled **207** people to receive focused support.

As well as external partners we are able to work alongside other Mind in Croydon services, which includes specialist and innovative services such as the Recovery Space. In conjunction with the Recovery Space our Connect and Cope group has delivered **107** sessions to **261** people over **124** hours. We would not be able to deliver this without the support of our volunteers who have contributed **548** hours this year, a staggering **112%** increase on the previous year.

“Thank you so much. You have been wonderful and if it wasn’t for you, I wouldn’t be here.”

Looking forward to next year, we will continue to grow the service and to work in collaboration with more local organisations. We are also hoping to develop our outreach work by attending more MP surgeries, local events, and community hubs in order 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

Building on the Croydon Health and Wellbeing Space, this year we launched Phase 2 of the service. This phase builds upon the initial programme's achievements, aligning with the NHS Mental Health Transformation Programme.

- * Increasing access to comprehensive services.
- * Reducing barriers to access.
- * Fostering long-term mental wellbeing within the borough.

Whilst Phase 2 is in development we would like to highlight some key achievements:

- * In September the team obtained the Advice Quality Standards Casework Accreditation a recognition of their dedication to providing high-quality services.
- * Over **681** people were supported through more than 3,000 individual advice sessions.
- * Over **£1.2 million** in previously unclaimed income for residents was secured.
- * **95%** success rate at first-tier Tribunals, demonstrating their exceptional skill and unwavering commitment to advocating for residents' rights.
- * The team have actively contributed to the success of the wider Mental Health Transformation Programme, through providing specialist welfare benefits training and upskilling colleagues within the wider programme to secure a higher rate of benefit uptake amongst our community.

Looking forward to next year we will:

- * Enhance access through focusing on those areas within the borough which have been highlighted as having different needs: New Addington, Thornton Heath, and East Coudson. Residents will gain access to a combination of specialist support services, including:

- Welfare benefits assistance
- Crisis support
- Mental Health Personal Independence Coordinators
- Carers support
- Domestic abuse support
- * Reduce those remaining barriers to access through active engagement with community partners, grassroots initiatives, and the NHS Ethnicity and Mental Health Improvement Project to strengthen our network and facilitate referrals, ultimately making it easier for residents to access the support they need.
- * Through continuous collaboration with local organisations, we will build a Legacy of Wellbeing; only by raising awareness of the service will we champion long-term mental health improvement within Croydon.

In order to achieve the above we are:

- * Expanding the team through the creation of new positions including a dedicated Crisis Worker and a Support Worker focused on outreach.
- * Mobilising our approach and aiming to reach residents who may have previously faced barriers to access services at our static location.

By implementing these next steps, Phase 2 of the Croydon Health and Wellbeing programme is well-positioned to increase access to mental health and wellbeing services across Croydon, contributing to a healthier and more resilient community.

Tom Goddard
Director of Services



Information Service

The Information Service provides a telephone and email enquiry service, in addition to a regularly updated website and social media messaging to promote the organisation and inform the community about various activities and events. We know the importance of a phone service in providing a confidential, listening ear so that callers can have time to talk about their situation - whether as a person with lived experience, or as a carer for a family member or friend.

We can suggest areas of support either from us, or elsewhere both locally and nationally and signpost or make direct referrals on behalf of clients. Whether someone is seeking information about mental health, practical assistance, local support services, or self-help strategies, the service offers up-to-date information.

Professionals also benefit from this service, for example by identifying the most appropriate service to refer their clients to. The website provides helpful information at a glance and includes descriptions of our services, referral forms and opening times, in addition to information about other sources of support.



Jenny on the Infoline

Looking forward to next year we will be responding directly to the *You Said, We Did* initiative, by introducing WhatsApp as another method of contact. We will also be developing a streamlined, Croydon focused useful section on our website. Look out for this on our Socials as we will be promoting this as soon as it is launched.

Helen Thompson
Head of Social Inclusion and Support Services

This year we:

- * Responded to a total of **2,862** enquiries.
- * **1,502** telephone calls.
- * **1,360** emails.
- * **975** people were referred to our services as a result of accessing our information service.
- * Responded to an additional **414** enquiries compared to last year which is an increase of **17%**.



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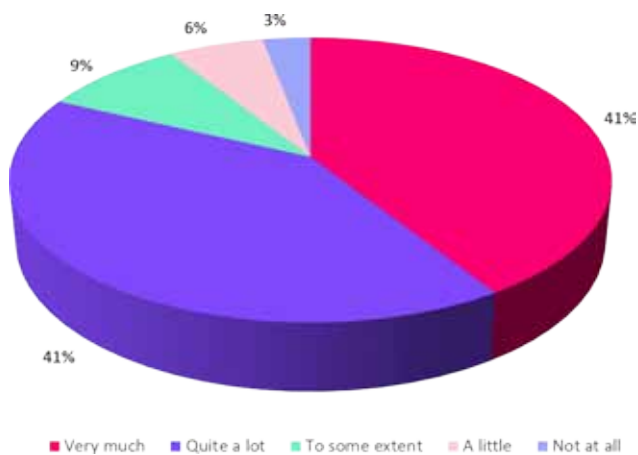
Follow us on X
@mindincroydon

In-Reach Peer Support

In-Reach Peer Support is centred around those with lived experience working on Inpatient Rehabilitation Wards, to provide a personalised and flexible offer of support, which inspires hope, promotes recovery and enables support for a successful transition into the community for people. The team works across 6 wards throughout South London and the service is delivered in partnership with 3 other local Mind organisations.

The team have successfully completed 20, 6-week discharges back into the community, with many clients continuing to receive support to maintain their recovery whilst attending our Social Networking Service. This holistic approach facilitates a client's journey from the hospital back home with one of our services accompanying them along the way.

This year the number of people on the wards for the areas we cover was **980** and the number of people who engaged with a member of the team was **768**. This is an incredible **78%** take up. This evidences the efficacy. When asked, "how beneficial have you found the support from the Peer Support worker towards your recovery journey?" People responded as follows:



When asked: "How has the support from the Peer Support Worker helped you?", responses included:

- * *They've helped me to build structure.*
- * *I've been given advice on how to speak about my problems and it has enabled me to counteract my mistakes.*
- * *They're good at finding what my skills are.*
- * *Helped me to note my next step in recovery journey.*



Gemma and James at Parliament

Ward staff were similarly surveyed with **70%** reporting that having the peer workers on the wards had 'very much' contributed positively towards people's overall recovery.

"I think this is a very good service and should most definitely continue because I think it gives patients a visual image of what their future could look like, and I think it's positive."

The Care Quality Commission reported that: "... peer support workers were making a difference to patients' support".

"Our son has been fortunate enough to have his peer support worker, our son's recovery has been challenging for us and the peer support work has been such an asset. We can see the wonderful support and connection he has gained through the support he was provided. So important to have this transitional service and knowing his Peer support has provided relief and support for us as carers as well."

Looking forward to next year, we will be engaging in an external evaluation of the service. The outcome of which will enable us to scale up this model and share with colleagues throughout the country to enable clinical and non-clinical services to embed the principles underpinning effective discharge planning in a person-centred way.

Shalini Patel
In-Reach Peer Support Service Manager

Mental Health Personal Independence Coordinator Service (MHPIC)

The service provides 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 people with:

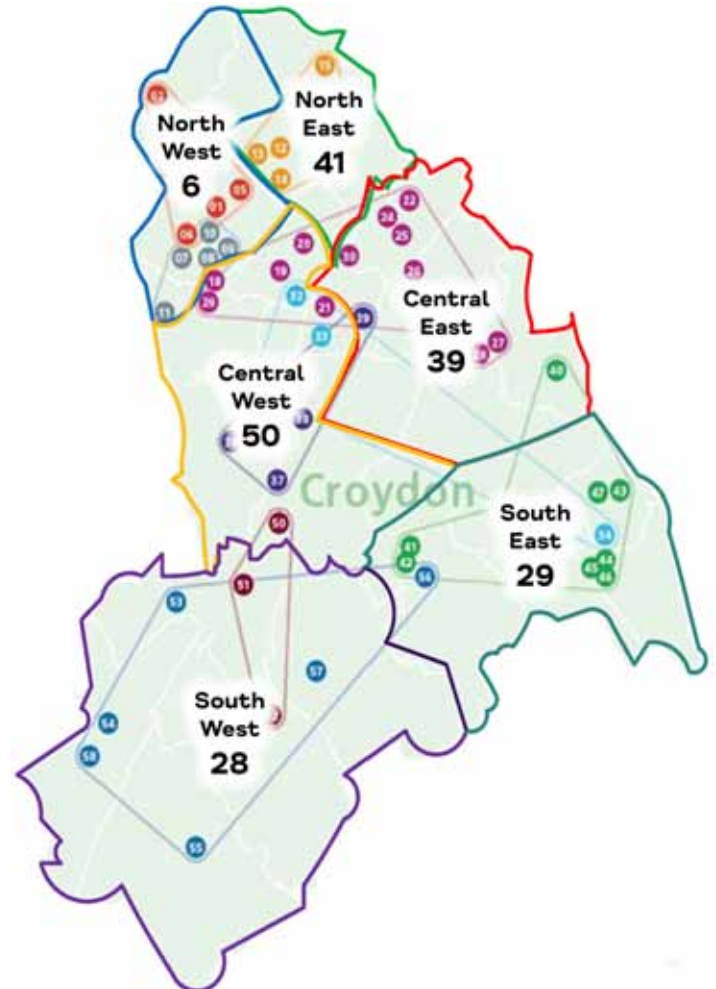
- * Person-centred support.
- * Assistance to access and use community support services.
- * Support to manage and maintain physical and mental health.

This year:

- * **233** people were referred.
- * **267** clients have been supported.
- * **165** of the people worked with have been enabled to move on.
- * **378** received community support. This includes visits to clients' homes and accompanying clients to appointments, for example with their GP, or to Croydon University Hospital, a Job Centre Plus and to attend activities in the community.
- * **664** goals were set by clients and **538** were achieved, **81%** success rate.

Looking forward to next year, we will be engaging with the Community Hub in the Central part of the borough in a similar way as we have been doing in the North and South.

Where referrals are from



Valerie Williams
MHPIC Service Manager

'Thank you so much! Can you believe after you sending my housing association a letter they have agreed to carry out all of the repairs - these have been going on for over three years. ...they are going to put new support stair handles, they already started replacing the communal light bulbs, they will change the window locks in my home. They are going to replace the entire carpet in the communal hall, they are also going to re-paint the entire communal area ...They already have started to carry out some of the repairs already. It doesn't stop there they also have given me £680 for all the stress and not getting it done over the last three years. You are the best you are!'



Recovery Space

The Recovery Space is a non-clinical service that provides short-term support for those experiencing a mental health crisis. Every person's experience of crisis is unique, resulting in a wide range of issues amongst our clients. Crises often stem from social stressors such as bereavement, housing instability, and financial difficulties.

'I am thankful for the signposting the service did. I felt very socially isolated, which contributed to my crisis but thanks to Recovery Space, I have built connections with my community.'

To support our clients, we provide six one-to-one appointments, either in person or over the phone. These sessions are person-centred, providing a safe space to discuss the nature of their current crisis and the various factors impacting their wellbeing. We assist clients in identifying triggers, developing coping strategies, and exploring different methods to manage anxiety and low mood, all with the goal of promoting wellbeing and recovery.

'I am really thankful for support given. I was struggling with self-harm and suicidal thoughts, but working with Recovery Space has helped me manage this and I am proud to say I haven't self-harmed in over a month!'

This year we have increased the number of groups we offer from 2 to 8. The groups we provide range from Journaling, Mindful Movements to Connect and Cope which is run in conjunction with the Health and Wellbeing Space.

This year:

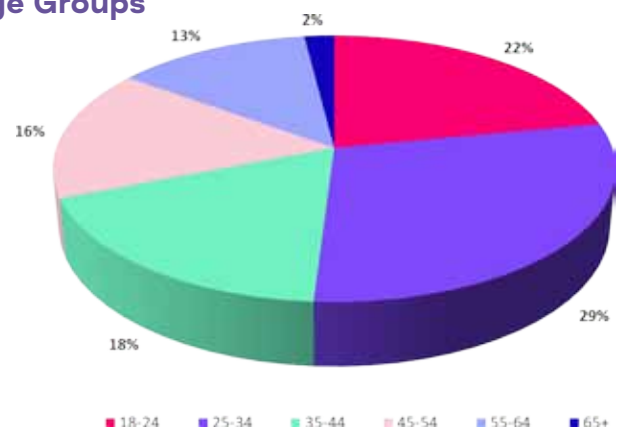
- * **803** people were referred.
- * **268** of which were referred by Croydon University Hospital Emergency Department.
- * **219** were referred by GPs.
- * We opened up our referral pathways to Croydon Talking Therapies who identified an unmet need in their patients, **75** were referred by this team.

'The staff were so patient, kind and empathetic. I felt very safe which really helped me to engage in sessions.'

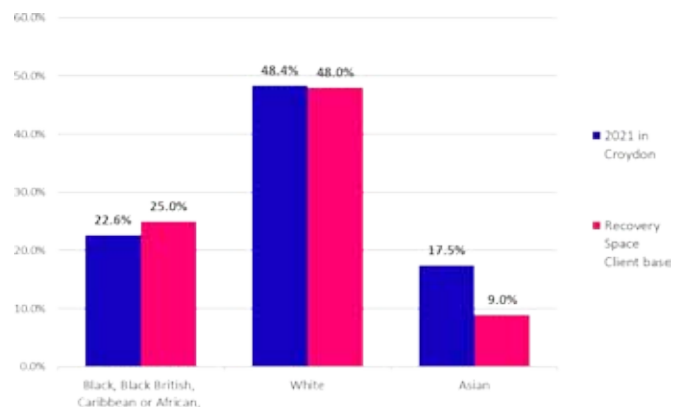
We have expanded our referral network to include NHS 111 and the SLaM Crisis Line, and we have initiated discussions to incorporate Croydon Adult Social Care.

'My sessions were remote, and they were all professionally run and I was treated with utmost respect.'

Age Groups



Ethnicities



Looking forward to next year we are excited to announce our expansion directly into the community through our new Community Outreach Worker role. This initiative will enhance our ability to provide direct support within the community. We will be building upon our discussions with Croydon Adult Social Care to incorporate those colleagues to make referrals.

Jacqui Dyce
Head of Mental Health and Wellbeing Services

Social Networking & The Hub

The Social Networking Service including 'The Hub', is based in Central Croydon. The Service is open 6 days a week for groups and activities. This includes our Hub days on Wednesdays and Saturdays, which provide a warm and welcoming environment to socialise and have a hot meal cooked in the company of others. We provide 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.

A key part of our work is to promote good health and wellbeing, this year we increased the number of people supported to undergo NHS physical health checks by **121%**, to **270** people. This represents **50%** of people accessing the service who go on to complete a physical health check. Through these interventions people's overall health is checked and this enables early diagnosis. Often a greater uptake of wider public health programmes at this stage such as smoking cessation contributes to saving the NHS resources further down the line.

This year:

- * The number of people accessing The Hub increased by **10%**.
- * **537** people were registered with the service.
- * We received **262** new referrals.
- * **84** people were discharged from the service.

Referrals to the service are accepted from health and social care professionals including GPs, Social Workers, Care Co-ordinators as well as voluntary sector partners and other social care providers. Referrals can also be made directly through our website.

Our Drama group, which is facilitated by SAVVY Theatre Company, participated in the pantomime Pinocchio at Fairfield Halls. One of our long-standing members and former trustee was nominated and now features in the one hundred faces of Croydon. His photo can be found at East Croydon train station.



Our Partnerships

- * We have partnered with the SAVVY Theatre Group to enable **22** people to take part in weekly workshops.
- * The Equestrian Centre continued to support our Equine Therapy Group where people were able to directly access the significant benefits in confidence building, reducing anxiety, and promoting better physical and general wellbeing.
- * Croydon's Soul Symphony Choir, a community choir, that sings a range of music continue to support the service and routinely perform at The Hub. This gives clients the opportunity to develop their confidence and those wishing to can participate.
- * Foodshare, a national charity, remains committed to supporting our service and together our impact has turned **705** collections. **9,683 kg** of food, equivalent to **23,055** meals a saving of **30,985g** CO2.

Arlene Foster
Social Networking Service Manager

Therapeutic Service



The Therapeutic Service provides one-to-one counselling to people aged 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 procedural boundaries set by the governing body.

This year:

- * **1,843** counselling sessions were delivered.
- * **458** people engaged with the service either through groups or one to one.
- * **100%** of respondents reported being Extremely Likely or Likely to recommend the service.
- * **94%** felt they were able to 'Cope Better' having accessed the service.
- * **86%** felt less isolated having engaged with the service.
- * Overall **98%** stated that their general health and wellbeing had improved.

Embracing digital accessibility, we've introduced online referral options via our website and email, significantly enhancing our service's accessibility to the wider public. Clients receive an instant message to say it has been submitted.

Carers Counselling

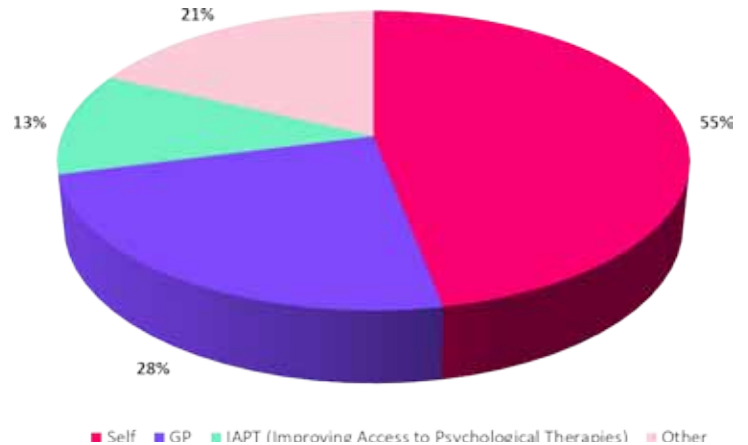
Our Carers Counselling service provides essential support to carers in Croydon. A carer is eligible for six free one to one sessions and unlimited access to the monthly psychoeducational workshops.

"I have found my counsellor extremely empathetic. Very approachable. I have gone from crying all day every day to crying occasionally, feeling more able to cope."

This year:

- * **241** carers received support.
- * **158** carers received one to one counselling.
- * **46** carers attended 11 workshops.

Where referrals came from:



We know we could not deliver this service without our dedicated team of employed staff and volunteer counsellors. Our volunteers see up to three clients weekly, which results in over 4,000 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 management. Carers are consulted to find out what psycho educational groups they would benefit from, and the service deliver accordingly.

"I have enjoyed the safe space which has been an escape from the pressures and responsibility of caring for my family"

Jacqui Dyce
Head of Mental Health and Wellbeing Services



Lived Experience Advisory Panel (LEAP)

At the beginning of 2023 we launched our Lived Experience Advisory Panel. This panel brings together individuals with personal experience of mental health challenges to actively participate in the organisation's work. LEAP members provide valuable insights by sharing their perspectives, representing the voices of the community in meetings, offering feedback, influencing our strategic direction, and connecting Mind in Croydon with underserved areas. The panel fosters long-term relationships and aims to influence positive change in mental health policies, practices service design and provision

Achievements

- * This year the panel provided a key sounding board and direction setting on our strategy. Planning the new, simplified strategy was well-received by the panel for its clarity and easy readability.

Areas in the Croydon Mental Health Landscape that the panel identified as a concern were:

- * Lack of Care Coordinators. The panel discussed their experiences and those of our clients in not being able to gain support of a Care Coordinator and often experiences of the support being withdrawn with little or no warning.
- * The Cost-of-Living Crisis, and how this impacted society's mental health as well as the ability to access services. For example, someone living in New Addington may need to spend £3.50 in travelling to an NHS appointment in central Croydon.

Areas that the panel have identified we could improve:

- * To streamline the referral processes for all services to remove barriers to access.
- * To facilitate the panel having representation at commissioning level to inform and educate decision makers.

- * Devise an awareness campaign which sets out the difference between Mind in Croydon, National Mind and other local Mind Associations.
- * Being explicit as to how our services are funded.
- * Providing a briefer version of the information pack on the role of being a Trustee as this would increase accessibility.

What the panel liked about our work:

- * Many spoke of our services being 'Lifesaving'.
- * The ambition to continuously reflect on feedback and to see it incorporated in such initiative as "You Said, We Did!"
- * The panel fed back that people have a deep level of trust in the organisation.

Those participating in the panel itself said that in and of itself this was seen as empowering and valuable.

Looking forward to next year, we will take forward the suggestions from the panel, work towards the panel being ultimately autonomous and self-managing. We will actively coordinate opportunities for the panel to be heard and have representation within the wider health and care landscape in Croydon.

Tom Goddard
Director of Services



Fundraising



Donation from the The Grace Trust

We were delighted this year to receive support from many different organisations and individuals. These included The National Lottery Community Fund and Screwfix who provided funding for refurbishments resulting in a vibrant and refreshed Community Hub in South Croydon. Support from The Grace Trust enabled us to buy much needed furniture.

We also benefitted from a sponsored music event staged by the Croydon Seventh-day Adventist Church.



One of our runners from the London Landmarks Half Marathon

The London Landmarks Half Marathon saw dedicated supporters raise funds by completing the run. Our thanks go to our London Landmarks Half Marathon runners: Rob, Louise, Nigel, Tina, Vicky, Natalie, Priya, David, Sophie, and Rakesh.

We also started an exciting partnership with a local company, Simply Lunch. Huge thanks go to these and the many others too numerous to mention who worked hard for our benefit throughout the year.

This year, we raised:

- * **£9,303** raised through JustGiving donations.
- * **£3,000** raised by the runners in the London Landmarks Half Marathon.
- * **£21,080** raised through delivering training.

Cara Scott
Head of Fundraising and Income Generation

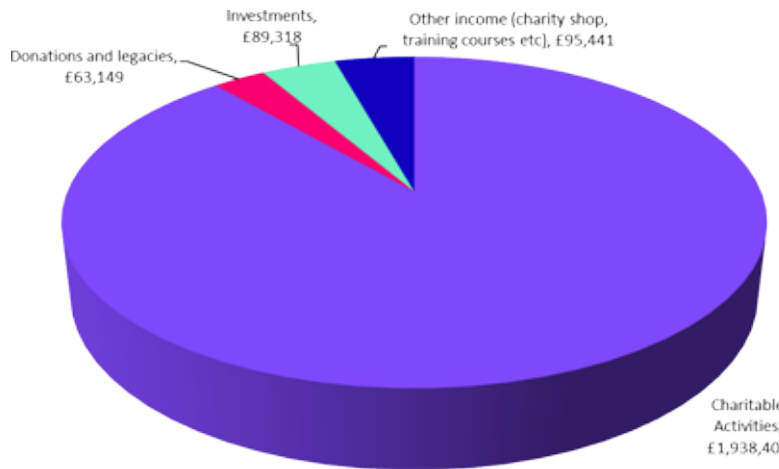


Donation from the The Seventh Day Adventist Church

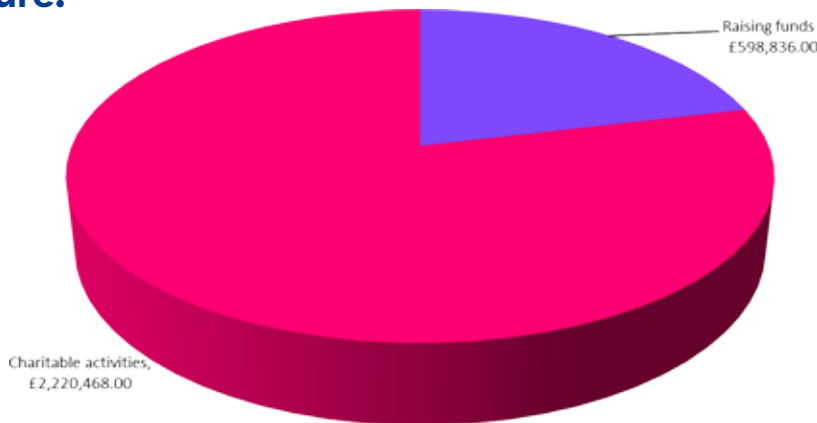


Income and Expenditure

Income:
£2,425,146



Expenditure:
£2,819,304



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
- * South London Mental Health and Community Partnership

Governance

We are governed by our board of trustees and full details of our governance processes and structures are detailed in our statutory accounts for 2023/2024 which are available online from Companies House and the Charity Commission.

During the year the Board appointed an external evaluation of our board effectiveness, this was an action arising from our Mind Quality Mark review. We formulated an action plan and are in the process of completing it. During the year the improvements to our governance included:

- * Updating our trustee handbook including our recruitment and onboarding processes.
- * Creating a new governance structure of committees to support delivery of our strategic aims alongside ongoing management of our legal and ethical compliance requirements.
- * Recruitment of new trustees addressing areas identified in our skills and diversity audits alongside our aim to include people with lived experience or carers of someone with mental health issues.

As a result of our recruitment, we are pleased to note that our board diversity mirrors that of our borough on the key metrics we measure including ethnic diversity.

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:

- A Chatterjee
- C Ricardo
- Croydon Community Lottery players
- Croydon Seventh-day Adventist Church
- E Hopper
- Easyfundraising supporters
- Govia Thameslink GTR
- Hall & Woodhouse
- Harris Academy Kenley
- J Davis
- J Lashley
- J Wyatt
- K Payne
- Land Registry
- Leonardo Hotels
- Mr & Mrs McDonald
- P Warwick
- Screwfix
- Simply Lunch
- St Swithuns Church
- T Li
- The family and friends of G Johnson
- The family and friends of A Campbell
- The Grace Trust
- The Leck family and friends
- The National Lottery Community Fund
- The PwC Foundation
- The Rotary Club Purley



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/>
 - * 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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(Head Office)

Mind in Croydon
26 Pampisford Road
Purley
Surrey
CR8 2NE

Infoline

020 8668 2210

(Monday to Thursday, 10am to 5pm
– answerphone available 24/7)

admin@mindincroydon.org.uk

WhatsApp: 07938 716 711

Orchard House

Orchard House
15A Purley Road
South Croydon
CR2 6EZ

Active Minds

020 8253 8205 / 6

activeminds@mindincroydon.org.uk

Advocacy

(part of Advocacy for Croydon)

020 8763 6730

advocacy@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

Whitgift Centre

Croydon Health and Wellbeing Space

First Floor, Unit 1101-1102
next to Holland and Barrett

020 3154 9539

chws@mindincroydon.org.uk

