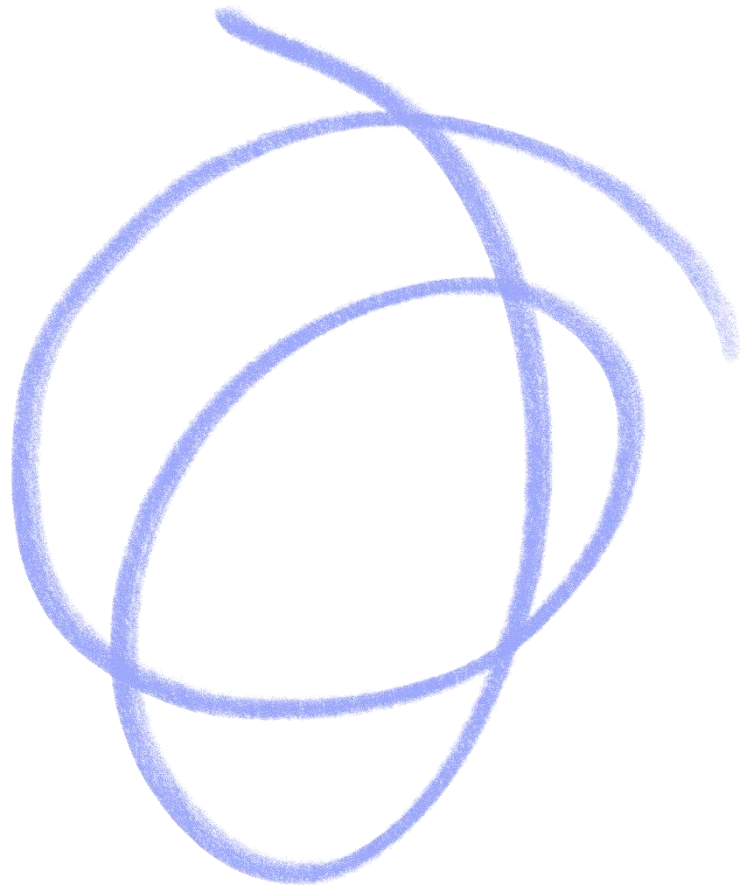


## Annual Report 2021-22



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## **Chair of Trustees Report 2021-22**

During the first part of 2021/22 we operated under government Covid-19 restrictions. However, as the year progressed and as the country began to reopen, we were able to resume face to face board meetings. With our original meeting place unavailable we were able to find a new meeting space locally at Branston Pavilion which we found fit for our purposes. During restrictions Zoom meetings had enabled us to fulfil our board procedures, discussion and decision making however meeting in person is without doubt much better.

The board has also changed our meetings schedules to bimonthly meetings this year as this allows more time to prepare agendas and papers. Any necessary consultations and information between meetings are emailed out for feedback between meetings.

Staff and practitioners are working back at our base in Branston Road, however during restrictions we have learned and adopted remote ways of working which allows our clients greater flexibility and choice for the services they receive.

During this period, we started to prepare for Mind Quality Management (MQM). This process allows us to review our governance, policies and procedures and ensure we are operating well and safely. The MQM increases the workload for Lynne and the wider team however we do appreciate that this is a useful and informative process that ensures our service maintains good standards and best practice.

The board have co-opted three new people onto the board, Tom a solicitor who also brings a younger perspective to the panel, Charlene who comes from an educational background and has CEO experience, and Paula who has over 20 years HR experience. They will enhance our board and address some of the skills gaps shown within our recent skills audit.

We had some very sad news this year BJ (Brian Johnson) who retired last year has sadly died. BJ was a Burton and District Mind trustee from the very beginning and will be fondly remembered for his support, dedication, commitment, and repertoire of jokes for every occasion.

As always, a big thank you to my fellow board members for their help support and guidance throughout the year and in especially challenging times. Thanks also to Lynne and the team for their commitment, dedication, and patience over the last year.

**Ken Bulth**

**Chair of Board of Trustees**



## About Burton and District Mind

Established since 1991, Burton and District Mind pride ourselves on delivering compassionate and high quality mental health services. We have consistently provided our community with opportunities for people with mental health problems, delivered emotional support and practical, helpful solutions.

Burton and District Mind is a charity registered in England and Wales (1003397) and a company limited by guarantee: 07438326.

### Our Vision

**We won't give up until everyone who experiences a mental health problem gets both support and respect.**

### Our Mission

**We provide advice and support to empower anyone experiencing a mental health problem. We campaign to improve services, raise awareness and promote understanding.**

### Our Values

**Service Quality**

**Integrity**

**Client Focus**

**Respect**

**Inclusivity**

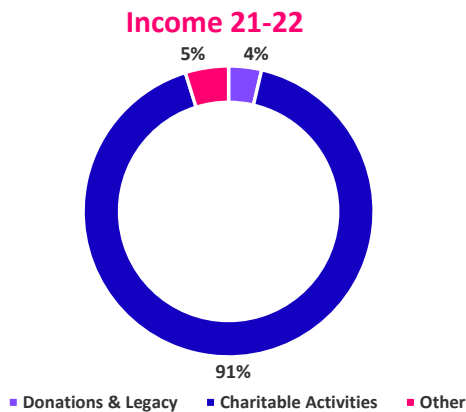
### Our Area of Service

- East Staffordshire  
Burton on Trent  
Uttoxeter
- Lichfield District  
Lichfield  
Burntwood
- Tamworth



## Treasurer's Report 2021-22

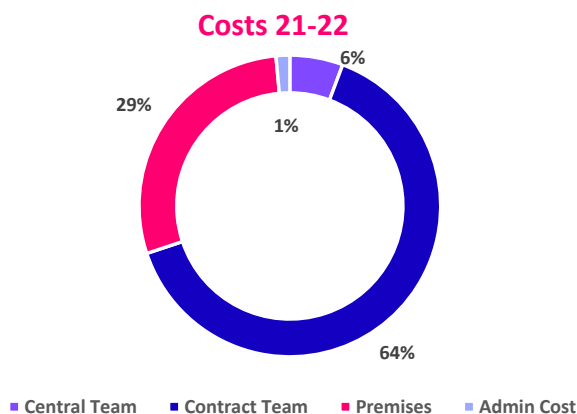
The last year has seen Burton and District Mind grow substantially due to our focus on tendering and successfully winning contracts. This is in line with our strategic goal of ensuring we have financial stability in order to provide long term support to the people of Burton, Lichfield, Uttoxeter, Tamworth and Burntwood.



### ● Income Year on Year

FY	£k
21 - 22	£416,374
20 - 21	£325,124
19 - 20	£233,526

For the financial year ending 31<sup>st</sup> March 2022 there has been a 28% increase in income with the main uplifts being Mentor £99.8k, MPFT £30.3k, Trent & Dove £13.1k, Donations £6.9k & Holistic Therapy £6.4k



### ● Costs Year on Year

FY	£k
21 - 22	£439,828
20 - 21	£272,054
19 - 20	£216,008

Expenditure has increased due to the incremental requirements to recruit new team members to support the new awarded contracts. Costs have also remained a challenge due to the impact of coming out of the covid pandemic with current global economic factors in play, however, we continue to look to ensure that that we control our overheads in order to ensure that money is spent on the people we support.

We have increased our Reserves Fund, which covers our winding up costs should they be required, from £30k to £36k. This is reviewed every 6 months in order to ensure it reflects the current structure/risk.

# Mind Burton and District

## Summary

As ever the whole team at Burton and District Mind have put their heart and souls into ensuring they can give support to the right people at the right time. They go above and beyond to ensure this is achieved.

There are many new opportunities on the horizon which I am sure will just strengthen the services we provide. The Board of Trustees will ensure that these are in line with our Strategic Plan.

Great year everyone, thank you.

Diane Worley, Treasurer



## Chief Officer's Report 2021-22

When I wrote my report last year no one would believe I would still be writing about Covid and its impact this year.

As our organisation emerges from the height of Covid-19 the demand for our services and projects have changed, to some degree our community are still adjusting to the experience of Covid and impact of lockdowns. As an organisation we are very proud that our service remained open and accessible throughout the Covid pandemic and the months that followed.

Our community fundraisers had struggled to complete many of their planned fundraising activities during the Covid lockdowns. We thank them for their resourcefulness, creativity and on-going efforts to achieve such fantastic support for our charity.

The non-IAPT counselling service contract that commenced in May 2020 was increased to support additional demand as Covid restrictions were reduced. The non-IAPT service has continued with online one-to-one consultations and telephone sessions. This was followed by the re-introduction of face-to-face sessions, while using Covid safety guidelines as did our private and low-cost counselling sessions. Furthermore, the Building Better Opportunities project was extended to respond to Post Covid employment support needs and the Trent and Dove Floating Mental Health Support Worker contract was renewed.

The Mind funded Mentor project was launched. This pilot project was designed to support working people to remain in the workplace and gain workplace support.

Throughout the last 12 months there has been wide reaching consultation around Mental Health transformation. We look forward to the new opportunities over the coming months and hope that Burton and District Mind, can secure new work to improve and enhance existing mental health services.

Late spring saw Burton and District Mind launch Eco-Therapy at Muddy Boots. This was an incredibly popular project as it gave an opportunity for people to get out in the fresh air and safely access a project in a therapeutic garden environment. We were also fortunate to be loaned a large garden gazebo, which allowed us to provide holistic and mindfulness sessions outside. It was fantastic for people to be back accessing support and it was also great for our team to finally see face to face services beginning again, albeit in a slightly different and creative way.

In the summer of 2021 staff were able to start to return to the building and, due to demand, we expanded our bank counselling team as part of coming back together as soon as restrictions allowed. We held a team tea party in the garden; this was a wonderful morale booster and a good opportunity for our new team

members to meet in person for the first time. I would like to take the opportunity to thank all our team for their fantastic dedication and commitment. This year has certainly been a difficult journey personally and challenging professionally too.

The whole team rose to unforeseen challenges with amazing resilience, dedication and team spirit and continued to provide amazing support and services for those who needed us during such a difficult time, thank you all so very much.

**Lynne Barrell - Chief Officer**





## **Operations Manager's Report 2021-22**

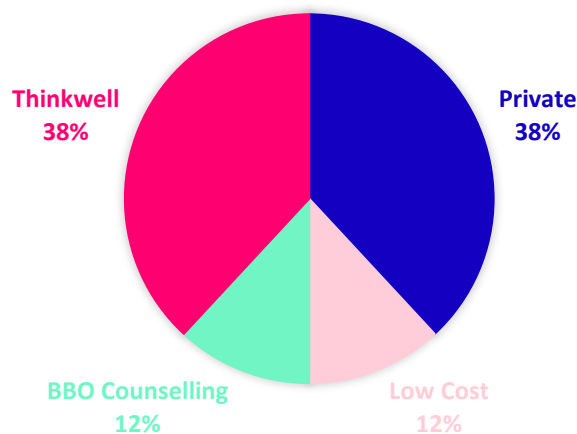
Another year has gone by, and we are still managing to work within the Covid guidelines. Most of our counselling sessions were remote this year and we have started to see clients face to face. We have also seen our team increase with staff and volunteers and it has been great to see the Burton and District Mind team doing so much more. I would like to thank Lynne, Keri, Anthea, Amina and all of our counsellors across the team, who have been alongside me in providing support over the past year and have continued providing the mental health support.

We have been working with the MPFT team during this year, providing our Non-IAPT counselling provision and we have seen progression and increased referrals through the service and the relationship with the Staffordshire Wellbeing Service has grown. We have been invited to their meetings and have communication with the local teams that we work closely with. During this year we have provided 302 completed referrals through Non-IAPT counselling services. These sessions have been provided during working hours and out of hours, which has helped provide more access to our clients. This year has also seen our counsellors provide face to face appointments for clients, as well as remote, and we have been providing these services in Burton and Tamworth. Although there had been some difficulties in adapting to seeing clients face to face from previous remote sessions, the counsellors have done extremely well to fit in with the local wellbeing teams buildings and room availability.

We have seen our Non-IAPT counsellors team increase from 5 to 8 over the past year with Emma Nicholson leaving Burton and District Mind. We had the opportunity to employ more counsellors, including Amy Marlow, Tom Grace, Laura Riley and Alison Fitzsimmons, who join our existing counsellors Dene Lockett, Daniel Harris and David Petch. The new counsellors to join our team consist of a Bank counsellor, as well as previous Placement counsellors who have returned following qualification and gaining more experience from elsewhere. With these extra counsellors we have been able to provide more access to NHS appointments in Burton, Uttoxeter, Tamworth, Lichfield and Burntwood, which has helped bring our average waiting list down for our clients.

Alongside our Non-IAPT counselling team we have also seen an increase of referrals in our Low Cost and Private counselling. This is demonstrated in the pie chart below showing the number of referrals we have received. I have also included the Building Better Opportunities and Thinkwell counselling referrals as these are also completed by our counsellors.

## COUNSELLING SERVICES 2021-2022



Some of our bank counsellors have moved on this year and new recruits have joined the team; Sue Smalley and Liz Matthews, our current counsellors Yvonne Bulth and also some of our Non IAPT counsellors have provided availabilities in seeing our Private and Low-cost clients. Counsellors have also provided sessions for the Staffordshire County Council Thinkwell Project, to support the increase in demand for counselling sessions. The increased demand for our Private and Low-cost work has been due to clients choosing the direct route into sessions, with the benefits of being seen sooner and financially contributing towards sessions either through the low-cost or private options.

Young person's counselling at Deferrers School has been extend for another year. This has allowed us to see young people aged 16-19 within the school environment to reduce and provide support with any mental health issues that they may be suffering with. We will continue to explore further funding options to expand this service. We have also been able to provide Holistic Therapy and Mindfulness

sessions to anyone who needs this support and Mindfulness has remained both face to face and remote which provides greater accessibility for our clients.

It has been an amazing year with difficulties, changes and new opportunities and the whole team has really pulled together to adapt through this difficult period. I am excited to see what the future holds for Burton and District Mind, as the past year has shown how much we have grown and how much we will continue to grow in providing support to those who need it.

**Zainera Liaqat - Operations Manager**



## Annual Development and Sustainability Report 2021-22

### Overarching Goal

Burton and District Mind to increase sustainable capacity through geographical and community growth, income diversification and increased service user and volunteer involvement, in preparation for future Mental Health contracts

**We can report an incredibly exciting year for the Development and Sustainability Team, moving from strength to strength, having greater insight and reach into our communities, and prepared for new Mental Health Transformation contracts.**

### Community Help: East Staffordshire, Lichfield District and Tamworth Borough

Our Community Help has continued to thrive and support the community to achieve more for itself by upskilling volunteers to play important roles in delivery. We have delivered more work away from Burton on Trent, with emphasis on Burntwood.

Key projects have included:

- Mindfulness Roadshow funded by Coop Dividend Community Trust.
- Virtual Peer Support Group funded by Consociated Charity of Burton on Trent.
- Peer Support Group in Norton Canes sponsored by Arnold Clarke Community Fund.
- Walking Groups and Eco Therapy in Stapenhill and Burntwood funded by Community Foundation for Staffordshire – development of Forest Bathing delivery.
- Mental Health Ambassador Forum – attendance from Community Together CIC, Burntwood Be a Friend, Social Prescribing Link Workers.



*Tom, Facilitator and participants at Stapenhill Grow Ecotherapy projects*

### Volunteer Programme

We have undertaken a redevelopment of the Volunteer Programme. Our programme now recruits people with high skill levels looking to change or enter careers within mental health, recently retired professionals, and people with lived experience of mental health problems with community development aspirations.

Volunteers taking up key roles in:

- Volunteer recruitment and induction.
- Community training.



# Mind Burton and District



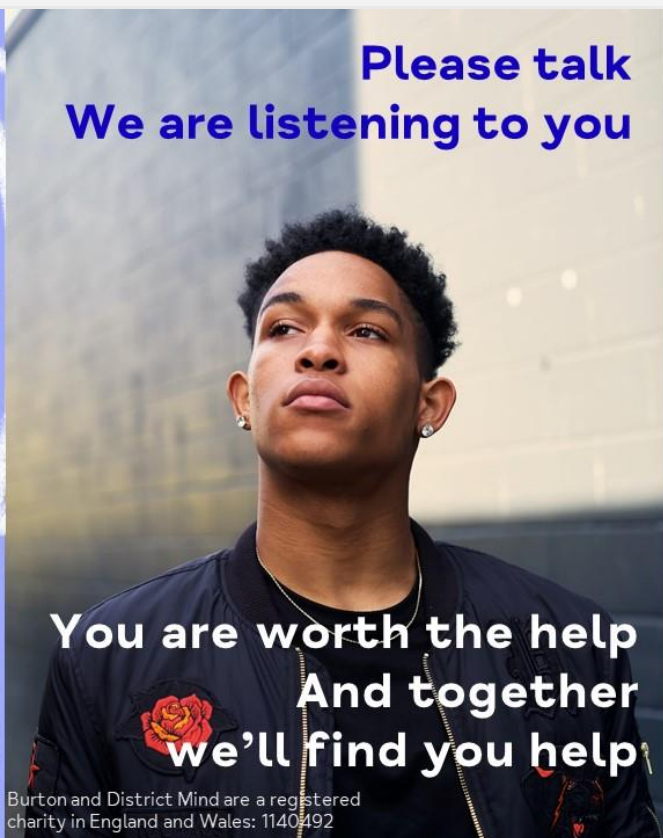
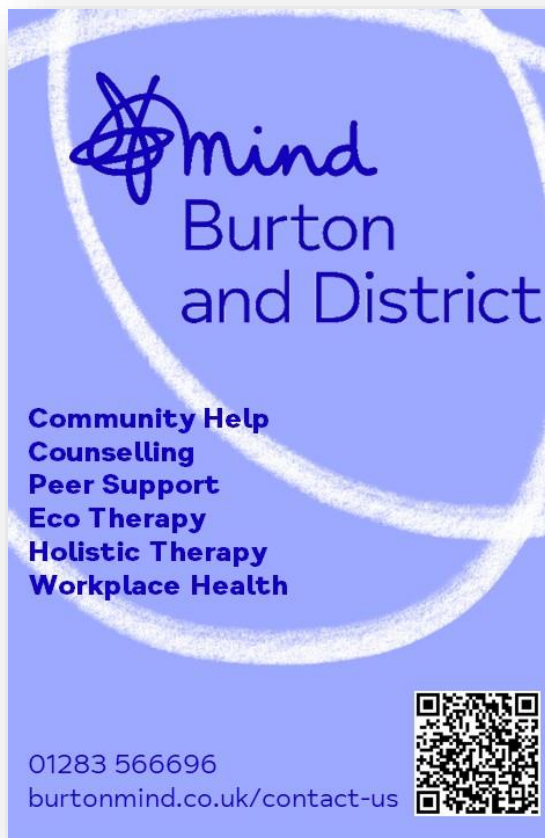
Advert for the Listening Space at Burton Library

- Communications – branding, social media, internal newsletter.
- Community Help visits to:
  - Places of Welcome
  - Cherry Orchard Garden Services
  - Burton Library Listening Space

We have also increased our capacity to mentor industry placements for Health and Social Care students.

## Commercial Modelling

To support our income diversification, we have made key reviews to our fundraising offer and our workplace health offer. This was complemented by a new Communications Strategy driven by the Mind Brand refresh and our Mental Health Ambassador Forum.



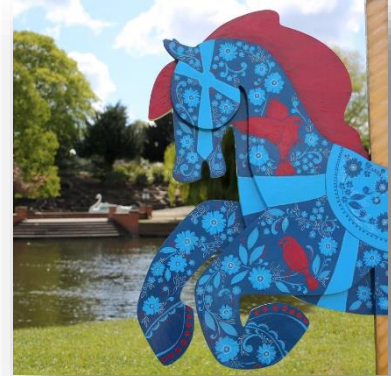
# Mind Burton and District

## *Burton and District Mind Social Media Asset*

We have increased our web-presence, with a growth in website visits and social media followers. This included a promotional video supported by Making Trails.

We have been extremely fortunate and proud to be chosen as charity of benefit by:

- Making Trails
- Mercer Farming
- JB Kind
- Finch Consulting
- Argos Distribution



*Promotion picture for Making Trails Big Burton Carousel*



*Finch Consulting supporting us as Charity of the Year*

- Muddy Boots
- Burntwood Be a Friend
- SCYVS
- Cherry Orchard Garden Services

In addition, Healthwatch Staffordshire funded “A Focus on Mental Wellbeing” a key outcome was psychoeducation at De Ferrers Sixth Form Academy, Burton and South Derbyshire College- Health and Social Care students.

This resulted in 250 hard to reach people in our communities having more information about mental health and relevant services.

We have undertaken a strategic review of Workplace Health offer – we have noted that our strengths include counselling, coaching, and holistic therapy. This enables us to support with training and Away Day activity.

In partnership with North Staffs Mind, we provided a workplace health offer, Mentor. This provided 2 full time Mental Health Employment Liaison Officers as part of the MentH Health Productivity Pilot, funded by Mind and Midlands Engine.

We provided training for several partners across sectors:

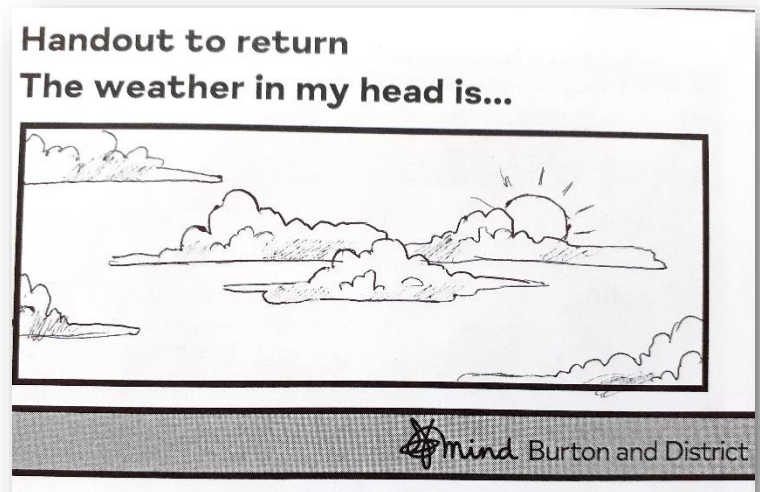


*Lesley and David presenting to Health & Social Care students*

## Increased Capacity and Infrastructure

Following a Development and Sustainability Plan for the year, we updated our Development and Sustainability Strategy to focus on key community objectives for the next few years. This includes:

- a) More work targeting key audiences:
  - People with severe and enduring mental health problems
  - Young people (16-24)
  - Black and ethnic minorities
  - People affected by poverty
  - People with neurodiversity and learning disabilities
- b) Development of Client Relations Management Software, to be part-funded by Mind. Preparation of tenders for Mental Health Transformation
- c) Young Person's Development Report
- d) Influence on Staffordshire County Council Public Health – Community Champions and Mental Health Strategy



*Response from Young Persons Involvement project*

In addition, we have updated the Involvement and Participation Policy and have presented this to Mind Federation with 60 participants across the network.

We have identified a need to grow the team further with the role of a Project Support Coordinator and a review of management structures should key contracts be awarded.

## The Year Ahead...

We will be looking to mobilise on key Transformation and Mental Health services to expand the reach further and deeper into our communities.

We will be looking to build upon the successes of community fundraising by promoting projects that require funding from corporate funders and starting to host our own activities.

We will be developing projects and solutions to the challenges of our communities and support more people from the audiences identified above – with co-production and participation as key values of delivery.

And we will ensure that we are available and able to support on key infrastructure and team requirements such as the review of the Mind Quality Mark.

**Keri Lawrence, Development and Sustainability Officer**

## **Trent and Dove Floating Mental Health Support Worker Report**



The Floating support service has been working out of the Burton and District Mind office, due to the Trent and Dove office not being fully open to staff or the public after the pandemic and the Trent and Dove office in Uttoxeter has now closed to the public.

During the last 12 months I have successfully supported tenants within their properties and enabled many to improve their home environments, reduce social isolation and increase their household incomes to better support their needs.

The Floating Mental Health Support Service has supported 80 individual clients in the last 12 months.

I have supported tenants to claim £3,295 in backdated housing benefit or Discretionary Housing Payments, plus supported several clients with benefit tribunals, to challenge DWP decision on benefit claims, with positive outcomes for our clients. A further £1,956 in funds had been secured via charity grants, to enable clients to buy essential furniture items, white goods and carpet their properties.

On several occasions this year I have been able to access the Trent & Dove volunteers' team to maintain some client's gardens and remove unwanted items that affect property condition to up keeping them in line with tenancy agreements. The volunteers also assisted one client to have their property decorated.

I have sign-posted and networked clients to seek support from other appropriate agencies and gain support from social services when personal care was required to improve their quality of support and care. This year I have worked with Direct Help & Advice, Derby Law service, Social Services, New Area, Staffordshire Police, the Community Mental Health team, and numerous other groups and agencies.

I also had the opportunity to attend a 10-week evening class, introductory to counselling course in Nottingham, to help and with my professional development.

**John Holt AGM 2021-22**



## **Building Better Opportunities – Employability Project**

BBO Evolve through Burton & District Mind has been an amazing project to work on since it began in 2017. I joined as a full-time worker on BBO Evolve in the middle of 2019. The project has flourished in supporting the local community and its people suffering from mental health issues, including health and disabilities. Participants were supported, guided, mentored, and received counselling overcoming multiple barriers. Overall, combined support from Burton & District Mind and employability support through BBO Evolve Project enabled participants to help move forward, think positively, and it improved their mental health and wellbeing, and it helped participants move closer to the labor market by gaining tools and resources that will help them at present and in the future.

### **Participants improved and increased:**

- Confidence, self-esteem, motivation
- Reduced social anxiety and social barriers
- Enhancing on low moods
- Counselling for anxiety and depression
- Supporting participants to know what other support is available locally in the community
- Learning about other organisation's, increasing awareness of support network
- Supporting participants with housing issues, debt issues, benefits and with any other barriers they are facing
- Improving IT skills, improving personal and work skills through employability training and careers advisory
- Supporting participants creating CV, job searching, completing mock interviews
- Supporting participants looking for courses, training, work experience and voluntary work to enhance personal and work skills
- Supporting participants into Education, Training and Employment/Self-Employment
- Supporting participants to become independent

Last year and the start of this year were difficult and challenging, the Covid-19 pandemic affected many participants and the workplace. More people were suffering from poor mental health and wellbeing. Participants were too anxious to meet people or come to appointments and support was provided remotely, however, it was more difficult for those who had limited access to IT or telecommunications.

# Mind Burton and District



Evolve is funded by the European Social Fund and the National Lottery Community Fund

BBO Evolve Burton and District Mind continued to support its participants the way it suited them and at the same time keeping all safe and healthy. Measures were put in place for participants and staff, and we continued to provide help and support. Again, when lockdown restrictions were lifted, not everyone felt comfortable, they were still anxious, but with time and with the right support some participants restarted face to face sessions. The pandemic has successfully enabled us as an organisation to put other measures and methods of contact in place, making it more flexible to communicate in a way that it suits the participants, it has increased flexibility.

More recently BBO Evolve celebrated the challenges and success faced by all and the hard work put in by All Participants at the Pride of Evolve Event which took place at Burton Albion FC, an award ceremony for our BBO Evolve Participants. BBO Evolve at Burton and District Mind had a lot of nominations and had the greatest number of participant award winners. We had 11 nominations and 4 Award Winners out of 11 categories for the categories for Personal Progression, Positive Outlook, Transformed Life through Learning and Inspiring Journey. All these Nominees and Winners had overcome multiple barriers through BBO Evolve, which is a great achievement for the participant and then progressing towards further success independently.

Sadly, this project will be coming to an end in March 2023. This project has helped and supported many participants to improve their lives and wellbeing by overcoming many barriers and successfully supported many into Education, Training and Employment. Currently we have 15 on caseload with 12 being economically inactive. To date we have achieved 88 starts out of a total project target of 94. We require just 6 more new starts and 8 results/progressions to achieve and hit project life target set by Project Partner Steps to Work.

I will continue to support and recruit as many participants as possible who will benefit from the project and exceed in targets making sure we are reaching out to people who need a project like this in the local community to help improve lives and wellbeing and help them get closer to the labour market.

**Amina Miah – BBO project coordinator**

## Building Better Opportunities – Client Feedback

“Counselling through BBO Evolve has increased my confidence and self-esteem and I am now looking forward to starting work in Jan 2022...”

~Anonymous~

“It has been massively life changing being able to talk to people who are non-judgemental and understand what I need”

~ Natalie ~

“...What brought me to Burton Mind was my loneliness and not wanting to be part of the modern world. So, the help on computer has been magical via BBO Evolve...”

“...Now I have stepped back into life with a job I am good at. I will give it my best shot. The help I have received from Burton Mind has been a life saver.

Thank you doesn't even cover it...”

~ Andrea Brown ~



“ [taking part in the Evolve project] gives you a purpose in life and allows you to put something back into society...”

~ Jason ~



Evolve is funded by the European Social Fund and the National Lottery Community Fund



# Holistic Therapy Report - Oct 2021 to Aug 2022

Keri Lawrence, Development and Sustainability Officer

Number of respondents: 27 (22 for Holistic and 5 for Mindfulness)

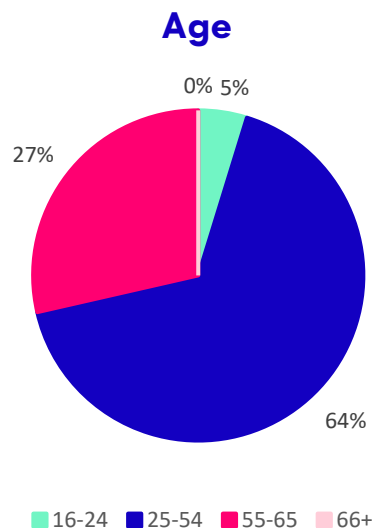
## Holistic Therapy (Massage)

	Improvement on Wellbeing	Improvement on Self Esteem	Improvement on Social Connection
Ave Score out of 10	8.27	7.73	7.45
% of participants noting improvement	95%	86%	82%

Net promotor score of 86 (based on Friends and Family Question)

Demographics:

Average Age of participant: 47 years.



Comments made:

- “Room for improvement” i.e., give away affirmations, goals for next time.
- “It’s perfect, that's lovely”
- “I think it’s great”
- “Appointment availability”
- “It is close to perfect”
- “Longer sessions”
- “The service is amazing!”

## Mindfulness

	Improvement on Wellbeing	Improvement on Self Esteem	Improvement on Social Connection
Ave Score out of 10	8.20	8.40	8.60
% of participants noting improvement	100%	100%	100%

Net promotor score of 100 (based on Friends and Family Question)

Demographics:

Average Age of participant: 57 years.

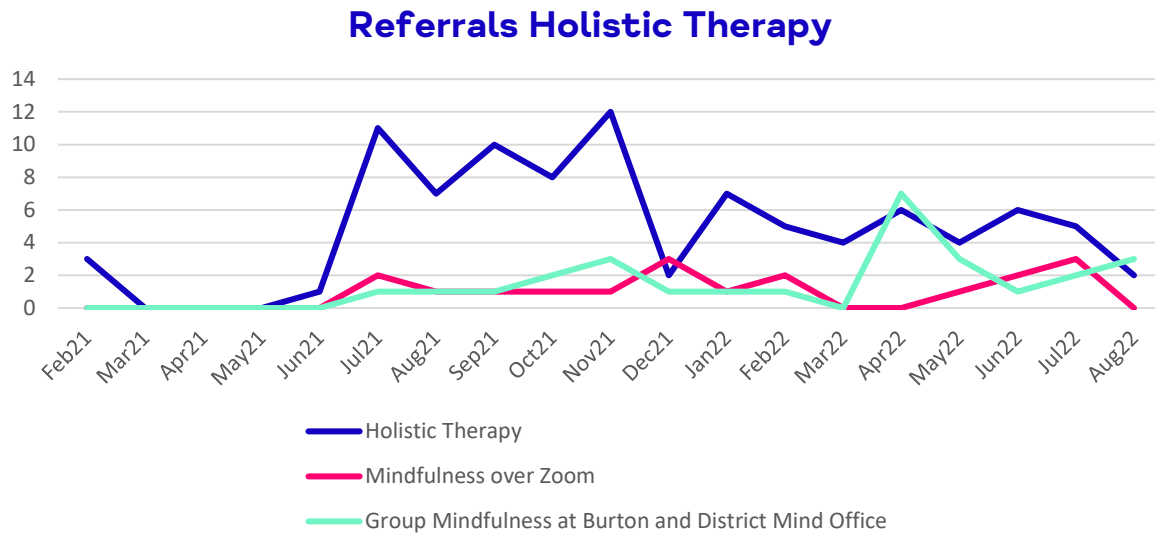
Comments:

“You have it just right”

### Other Feedback

"I want to thank you for your sessions, they have helped me greatly. I will miss them, but I have a good foundation to build on my mental health and well-being. You do an amazing job and thanks for helping me through some difficult times."

## Trends on Referrals



## Conclusions

- Positively received service with strong evidence of increase of wellbeing on scales.
- Dip in referrals to holistic therapy (massage) since 2022.
- General increase in take up of group mindfulness since April 2022 – but numbers still generally low.
- Average age is higher compared to county average (42 years).
- Use of service by males is low – but perhaps not marketed towards male users.
- Users of service by ethnic minorities is low – but perhaps not marketed towards these communities.