



# Impact Report

2019-20



We're here for you

# What we've been doing

April 2019 – March 2020

**8,785**

attendances at wellbeing our groups

**45**

employees

**4**

new mental health in the workplace training programmes

**50**

volunteers

More than **21,000** attendances by **2,500** individuals across our services

**7,000**

calls to Guide-Line

**927**

sessions of 1:1 support

**2,000**

attendances at Sanctuary crisis support



Mind in Bradford is a local branch of Mind, the mental health charity, and is a registered charity. Charity No: 1142357.

Visit our website at [www.mindinbradford.org.uk](http://www.mindinbradford.org.uk).

Follow us @mindinbradford on:



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Guide-Line  
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[www.saferpaces.app/guideline](http://www.saferpaces.app/guideline)



# Welcome to Mind in Bradford

**John Vincent**  
Chair of Trustees



Thank you for taking time to read our impact report. The trustees, staff and volunteers at Mind in Bradford are here because we want to make the biggest positive difference for as many people as possible. The team should be proud of their progress towards that aim and the recognition they have earned regionally and nationally as a result.

**We are now making a difference to far more people than ever before.** The reach of Mind in Bradford's services has extended dramatically, with delivery now taking place from seven other partner hub locations across Bradford and beyond into Craven and North Yorkshire, and accessible from everywhere via Mind in Bradford's new Healthy Minds digital doorway and by phone or live chat via Guide-Line.

We have extended opening hours, age-ranges catered for, community partnerships, and the range of activities provided. New Guide-Line callers have increased by 50%, Health and Wellbeing activity attendees have increased by 50%, Sanctuary crisis service attendances have increased by 100%, and an additional 500 people have accessed our 1:1 support at GP hubs.

That has only been possible by listening closely to clients and working collaboratively with community and health system partners to continue to improve existing services and develop new ones to meet previously unmet needs. It is only sustainable because of the hard work that Helen and the team have put in to build a strong and flexible organisation.

Last year national Mind produced a film about the transformation of Mind in Bradford as an inspirational example to others. This year, we've been nominated for three national Mind excellence awards for partnership, leadership, and service innovation. The team deserve that recognition, but we will not rest on our laurels. There is much more to do.

John runs a strategic business consultancy and has been Chair of Trustees since September 2017.

**Helen Davey**  
Chief Executive Officer



Welcome to our first ever impact report. I am excited that more people than ever are coming to us for support, and this year at Mind in Bradford **we have helped more than 2,500 people at over 21,000 attendances.**

People are at the heart of our organisation. I'm delighted to say that we now have more frontline staff and volunteers delivering a greater number and range of services, and more back office staff working behind the scenes to enable this to happen, including a second service director, and our first dedicated fundraising officer. As we have grown as an organisation, we have reviewed and improved our operational systems and processes, re-designed our website, increased our communication channels and improved our staff benefits and support.

So, when lockdown arrived in March, we were ready and able to respond. We moved our services, including crisis support and 1:1 sessions, to phone support immediately. We accelerated the introduction of live webchat and all our staff changed to remote working. We have worked hard in partnership with other organisations to ensure mental health services continued across Bradford and Craven despite the challenges of coronavirus.

Over the last year we have worked really hard to develop our services for children and young people, and at the time of writing we are about to launch our new service for 8-19-year-olds in central Bradford. We are looking forward to working with youth services, schools, local communities and youth offending teams to support the needs of children and young people in the margins of education and on the radar of the justice system.

We continue to be passionate about and committed to working together both as an organisational team and as part of the wider system to ensure no-one faces a mental health problem alone in the Bradford and Craven area.

Helen is also co-chair of the local Mental Health Providers Forum and the Health & Wellbeing Forum.

# Welcome from our clients

Ian



For long enough, I'd struggled with my mental health whether it's through eating and weight or through isolating myself and feeling so depressed that even getting out of bed and functioning would, at times, become really difficult. I felt like I was losing hope as I just couldn't find a way forward.

But somewhere deep down, I did have hope. I must have had because through such frustration, I hoped Mind could help.

I guess the thing I quickly found with Mind in Bradford was that so many people could just understand. Be it staff and/or service users, I felt supported. This kept me going. It kept me coming back because I could just be and that felt so liberating. The environment felt therapeutic and because of that, it felt as though I could open up.

The wellbeing timetable that Mind in Bradford offers has a range of things so that there really is something for everyone.

If or when you're feeling lonely, Mind offers that social connection. There are many staff as well as volunteers who made me feel welcome straight away by introducing me to other people, people who I now call great friends.

Every weekday there are group activities and/or discussion groups that can pinpoint those difficult areas in your life and help to encourage that recovery process. These range from mindfulness and meditation to cooking classes, creative writing and peer support. Several of these classes are drop-ins so you can literally just drop in at the slotted time.

There are also groups that do require you to book such as assertiveness and confidence building. Then there are those groups that can really go deeper. These groups have included anxiety support, trauma recovery, hearing voices and the one that I really connected with – WRAP. This stands for Wellness Recovery Action Plan, which is a world-known programme that runs for 12 weeks.

I found WRAP to be excellent because, at last, I found something that could educate me enough and see me taking control of and responsibility for my mental health.

So you never know. If you happen to be someone who is struggling or suffering from mental ill health, then it's worth at least taking a look and seeing what Mind in Bradford has to offer.

I hope to see you there!

Ian x

Michelle



My journey with depression started when I was pregnant aged 18. This turned into postnatal depression after I had a lovely baby girl.

From then I have suffered with depression and anxiety for most of my life which is nearly 35 years.

I managed to work most of my life up to about three years ago as well as raising four children but had problems at work and home, including domestic violence. Now, although I have a new wonderful husband who I have been with 10 years, I still suffer.

I was desperate for support and found myself at Mind in Bradford. I first attended women's group and meditation, then signed up for a WRAP course, which really made a difference to me.

Now I run the arts and crafts group at Mind in Bradford which started with a handful of people to currently 25 attendees. I also attend women's peer support which is very valuable.

I still have good days and bad days, but life is worth living again.

Michelle

# Guide-Line

Guide-Line has supported adults across Bradford and Craven for more than 20 years. This year, the service changed to all age support and we extended the opening hours by three hours a day. By March, it was preparing to go digital with live on-line chat.

This meant we were well prepared for an anticipated increase in demand for mental health support during the months of coronavirus lockdown. Our team was also trained to become the primary point of contact for people experiencing grief and loss.

The Guide-Line team handled just over **7,000 calls** during the year and nearly half of callers were new to the service.

The most common reason for contacting Guide-Line was anxiety, including worries about Covid-19. Other reasons were depression, stress, loneliness, family, relationships, physical illness and self-care.

Around two thirds of callers were female, 1% transgender and 27% from a BAME background.

Guide-Line is open 12 noon to 12 midnight every day. Call **01274 594594** or log on to [www.saferespaces.app/guideline](http://www.saferespaces.app/guideline) to chat online.



If it wasn't for Guide-Line I don't think I'd still be here.

Guide-Line caller



## The Sanctuary

"I don't know what your team did tonight but you saved him. Thank you."

These are words our new Sanctuary manager remembers hearing soon after she joined us last year. And since then, our evening crisis support service has gone from strength to strength.

We have worked with partner organisations to improve referral rates and make sure the service meets client needs. We now support, on average, six people a night - twice as many than 12 months previously. And last summer we lowered the referral age from adult to 16+.

The Sanctuary is a welcoming, non-clinical safer space for people across Bradford and Craven who need urgent mental health support. It's open 6pm-1am every day and has continued by phone during the coronavirus outbreak.

Figures for the year show just under **2,000 attendances** by **858 people**, 374 of whom attended for the first time. Around three-quarters were white British and 16% from a Pakistani background. Reasons for attending included depression, stress, isolation, anxiety and Covid-19.

Future plans include a crisis café, working more closely with those who have drug and alcohol problems, and reaching out to Bradford's Eastern European community.

Referral to The Sanctuary is through **First Response** on **01274 221181**.



I am so glad I found Sanctuary. It has got me through some very dark moments.

Sanctuary client

# Health & Wellbeing

This year, people aged between 19 and 80-years-old came along to our wellbeing groups and half were men, a group usually less likely to access mental health services.

We offered a wide range of weekly recovery-focused, therapeutic and social groups to everyone, plus six-week programmes which focused on areas such as anxiety and depression. We also improved our welcome groups so people can register and find out about the service more easily.

For the first time, we ran wellbeing groups in the wider community such as Wellness Recovery Action Plan (WRAP) in Skipton and courses at Roshni Ghar in Keighley for South Asian women. We also began a new peer support group for men.

Over 12 months, there were **8,785 attendances** by **763 people** and more

than half were new to the wellbeing service. Around 23% were from a BAME background. Top reasons for attending were anxiety, feeling low, stress, sleep and suicidal thoughts.

As the coronavirus took hold and face-to-face sessions stopped, our wellbeing practitioners phoned clients each week and tested out technologies such as Zoom, which allows clients to enter virtual break out rooms if they need time out from their group.

Our wellbeing groups are free and you don't need a referral or diagnosis. Call **01274 730815** or e-mail [admin@mindinbradford.org.uk](mailto:admin@mindinbradford.org.uk) to register.



It helped me feel and be more confident and less anxious in social situations, and much calmer.

Conflict Resolution group member



The Healthy Minds digital doorway site has transformed how we make people aware of what is available to them.

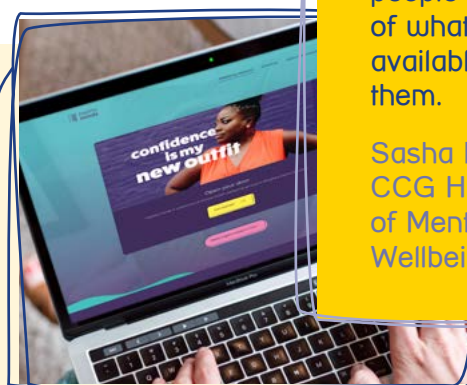
Sasha Bhat, CCG Head of Mental Wellbeing

## Healthy Minds

The Healthy Minds website is an online portal run by Mind in Bradford which opens the door to local mental health services. It's designed to be a single point of information and advice for people of all ages and health professionals in Bradford and Craven.

The site has a service index listing the wide range of support available and a self-help section with lots of useful information. It also has a virtual wellbeing assistant which asks how you're feeling so it can produce tailored recommendations and find the best support for you.

This is powered by artificial intelligence which is continually learning in order to give the best recommendations. The assistant also lists ORCHA approved apps.



The site went live in November 2019 and launched to healthcare professionals in January 2020. It has since undergone a rigorous BETA testing phase.

**Nearly 11,000 people visited the site between November and March**, with 14% completing the wellbeing assistant to receive personalised recommendations.

Visit [www.healthyminds.services](http://www.healthyminds.services).

# One-to-one support

To meet demand, we doubled the number of 1:1 appointments our recovery workers were providing at Bradford GP surgeries.

These are part of the Extended Access programme and designed to be a first port of call for anyone worried about their own or someone else's mental health.

Over 12 months, we saw just under **600 individuals** at more than **900 sessions**. One quarter were under 18 and last autumn we lowered the minimum age from 14 to 11. Stress and anxiety were two of the most common reasons for attending for both adults and young people.

The appointments last for up to an hour and take place 6.30pm-9.30pm at five different GP practices. During the coronavirus outbreak, they continued by phone.

To book, call your own GP receptionist and ask for an appointment with a Mind recovery worker in Extended Access.



I see a lot of people around 15/16-years old with self-esteem issues, pressures they feel due to school work and exams, and young people who have experienced bullying.

Mind recovery worker

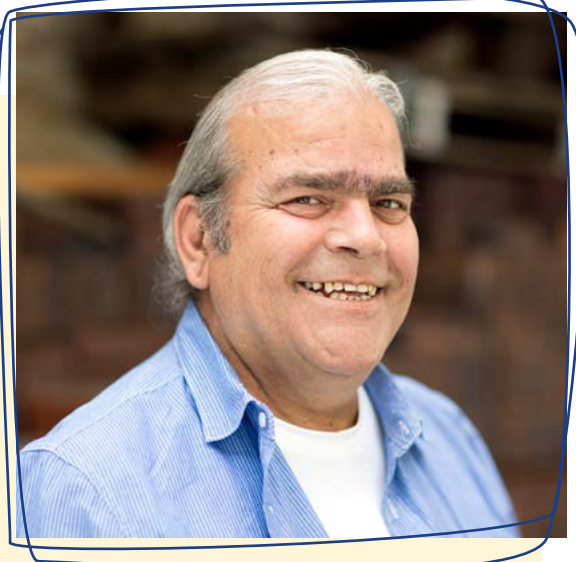


## Community Companions

This befriending project to prevent social isolation, loneliness and depression is never more needed. The service was launched in partnership with the Muslim Health Service and Bradford District and Craven CCG in Baildon in May 2019.

By the end of March 2020, we had trained 20 volunteers to visit 18 people over 65 who were lonely and had no access to services.

In the face of lockdown and social distancing rules, we continued the service by phone and partnered with Baildon Community Link to extend our support. Thanks to extra funding, we are now able to expand the service to central Bradford. Future plans include reducing the referral age to 55+ and applying for funding for an all-age befriending service.



It's a good feeling knowing I am making someone happy.

Community Companion volunteer

# How you've helped

Our services have grown and our support has too. We want to thank all the organisations and individuals across the district who raised and **donated more than £90,000 towards our mental health services** during this year.

Our volunteers gave hundreds of hours to support our work and companies stepped in to help refurbish our headquarters. In June, we appointed a fundraising and development manager for the first time to build relationships with supporters, businesses and individuals.

Over the year, fundraisers doubled in number and income from fundraising tripled. We took part in Mind campaigns such as Red January for the first time and registered with the Fundraising Regulator which promotes best practice.

Importantly, our fundraisers are now better supported with more resources and we have made a fundraising promise to be transparent, responsive, proactive and caring. By raising money, our supporters not only funded services but also raised awareness of mental health throughout Bradford and Craven.

Among our supporters is the independent Bradford-based insurance broking and risk management group, TL Dallas, who has sponsored this booklet. We were proud to be chosen as one of their centenary charity

partners as they celebrated 100 years of business in Bradford by **smashing their £100,000 fundraising target** for four charities with daring challenges such as skydiving and abseiling. **A charity ball raised an incredible £34,000.** The centenary charities were chosen by staff members across the Group's 10 offices.

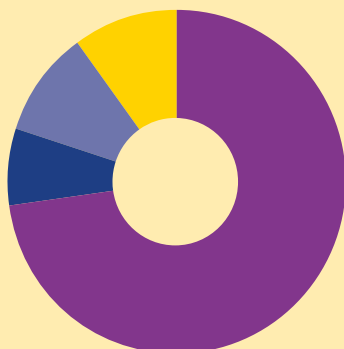


Mental Health is very close to mine and my family's hearts and we are delighted to support Mind locally in the important and lifesaving work that they do. Good mental health is not something that any of us can take for granted, regardless of our background and circumstances, and Mind helps to bring this matter into the limelight and offer support to all.

Managing director Polly Staveley

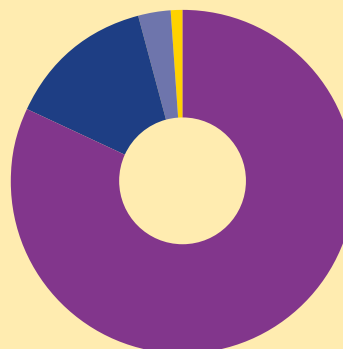
How we received and used income for 2019/20

**Income £924,000**



- Clinical Commissioning Groups **£674,000**
- Fundraising **£95,000**
- Grants & generated income **£88,000**
- Bradford Metropolitan District Council **£67,000**

**Expenditure £847,000**



- Direct charitable activities **£692,000**
- Administration **£122,000**
- Fundraising **£29,000**
- Governance **£4,000**