



Impact Report 2020-21



What we've been doing

23,172
attendances
by
3,322
individuals
across our
services

58
employees


1,736
sessions of
1:1 support
through
GPs

4,680
attendances
at wellbeing
groups

8,712
calls to
Guide-Line


2,370
calls to
people
feeling
isolated

79
new
volunteers


2,995
attendances
at crisis
support

Mind in Bradford is a local mental health charity for people in Bradford, Airedale, Wharfedale and Craven. We are affiliated with national Mind but are still an independent registered charity and rely on our own resources to provide local services.

We help people of all ages and offer support over the phone, online and face-to-face.

Our charity no is 1142357. For more information, visit our website at www.mindinbradford.org.uk.

General enquiries

01274 730 815

admin@mindinbradford.org.uk

Mind in Bradford
Kenburgh House
28 Manor Row
Bradford
BD1 4QU

Guide-Line

(free mental health support helpline)

Call 08001 884 884

Live chat www.mindinbradford.org.uk/support-for-you/guide-line

Follow us @mindinbradford on:



The difference we make



John Vincent
Chair of Trustees

This year has been unprecedented in terms of the impact on our community's mental health, our services and fundraising income. But Mind in Bradford has worked harder than ever, not only to keep services open, but to innovate

and expand, supporting even more people across Bradford district and Craven.

This report is a chance to reflect on the continued progress we've made in spite of all the restrictions, lockdowns and uncertainty of the past 12 months.

When Covid-19 arrived, we were on the front foot, poised to move services online, ready to open up access and to work proactively with our partners. We supported our staff to work remotely, ensuring they were not at risk of furlough. In fact, our team has grown rapidly this year, offering more support in more languages and we have developed a dedicated children and young people's service for the first time.

In terms of funding, we accessed emergency funds to compensate for loss of income elsewhere, enabling us to continue and expand delivery of support. And Healthy Minds, our digital doorway to wellbeing services across the district, has proved a key channel for accessing mental health support during lockdown.

I am pleased to report that, this year, not only have we retained our national Mind Quality Mark, but also won a national Mind Network Excellence award for Service Design and Innovation.

All of this is only possible thanks to the dedication and commitment of our fantastic team of staff and volunteers who have worked tirelessly to make a positive difference to people's lives, despite facing the difficult personal circumstances that Covid-19 has thrown at us all.

Serving as Chair of Mind in Bradford has been a privilege but after delivering a three-year strategy to establish a strong, sustainable charity, it is time for me to step aside and let someone else take the reins.

I would like to pay tribute to the whole team, and to our clients making a positive choice to reach out for help and support to make a positive difference to their mental health and wellbeing.

Together, what you achieve is truly inspirational.



Helen Davey
Chief Executive Officer

Welcome to our second impact report. This year has thrown a lot of challenges our way but together we have tackled them head-on and achieved amazing results, which I am excited to share with you in this report.

The number of people we supported in 2020-21 was up 30% on the previous year as we continued to strive towards helping more people, more often, in more places.

Our long-running Guide-Line service began offering live online chat and is now free for all users. Our crisis service developed successful phone and digital support and our wellbeing groups moved to Zoom and outside, benefitting both mental and physical health.

We have worked hard to develop our services for children and young people, launching a new service for 8-19-year-olds in central Bradford. We also received the brilliant news that we will be the new lead provider for the Bradford and Craven Youth in Mind partnership.

It is so important to support people as early as possible in their lives and we are really excited to start working with our Youth in Mind partners.

As more face-to-face support is allowed, we look forward to welcoming back more clients into our hub and continuing with long-term plans such as helping people with Serious Mental Illnesses take up physical health checks and offering more mental health training.

The beginning of this year was a massive challenge for us in terms of practical service delivery. Yet as a team we adapted and responded, and are now using learning from the past year to move forward, shape our services and benefit more people both online and face-to-face.

We have set out our strategy for the next three years and go into a new year with a growing workforce focused on continuing to extend our reach to support all people of all ages, working in partnership with our communities and those that serve them, continuing service innovation, offering more specialist support when and where required, and expanding our work with children and young people.

We look forward to developing our services further to enable better mental health for all across our district.

Hear from our clients

My name is Liam. Before I had any one-to-one sessions at Mind in Bradford, I isolated myself for four years and I had really bad anxiety and experienced hearing voices. I thought that if I did not tell anyone about it, they would go away but, unfortunately, they did not.

I was a very negative person towards everyone and everything in my life and that did not help at all. So, when I started the closed sessions, I wanted to give it my all - I never missed an appointment and I was always trying to help out by giving out as much information as possible.

Then, towards the mid-point of the closed group sessions, I went through the most changing experiences of my life.

Thanks to this, after finally finishing the ten closed group sessions, I kind of feel like all my emotions in my body have been let go. I can highly recommend the closed group therapy to anybody who hears voices.

My experience has been great - it has honestly given me another meaning to life and I can't thank everyone who has worked with me enough. So, if you do have the chance to go to Mind in Bradford, please go and take it. It will change your life for the better.

Thanks for reading.

“A life saver for those with mental health problems.”

Mind in Bradford client



Supporting each other in new outdoor groups

www.healthyminds.services

Last year, nearly **4,000 people** used the Mind in Bradford run Wellbeing Assistant on the Healthy Minds website, to find out which local mental health and wellbeing services, resources and information would be best for them.



Guide-Line



When Covid-19 struck at the start of our reporting year, we already had plans to make our long-running helpline more accessible. As soon as lockdown arrived, we brought forward the launch of live online chat to May and, in October, we switched the service to a new freephone number so no-one has to pay for calls. We also recruited more Urdu, Punjabi and Arabic speakers.

In the 12 months from April 2020, we answered **8,712 calls** from **1,018 people** and the number of new callers to our helpline doubled. Loneliness, isolation and anxiety were the most common reasons for contacting us, followed by stress, depression and family relationships. The line is open to all ages, as is the online chat which is open every day, between 3pm and 8pm.

Guide-Line is open 12 noon to 12 midnight every day. Call 08001 884 884 or log on to live chat through our website www.mindinbradford.org.uk/support-for-you/guide-line.



“**Guide-Line has helped me get through lockdown.**”

Guide-Line caller



“**Thank you for caring, listening and understanding.**”

Sanctuary client

The Sanctuary



The number of crisis support attendances at The Sanctuary increased by more than a third this year – a reflection of how people have been reaching out for more help during the pandemic. In total, we helped **992 people** at **2,995 attendances** and made 1,746 follow up calls. Around a quarter of people were from a BAME background and over 40% of attendances were by men.

The Sanctuary is a welcoming, non-clinical space for people across the Bradford and Craven districts who need urgent mental health support. Our team moved seamlessly from face-to-face to phone and online support once lockdown restrictions were imposed and continued to provide dedicated and compassionate support to help those in crisis.

The Sanctuary is open 6pm to 1am every day. In times of mental health crisis, call First Response on 0800 952 1181. Anyone aged 16 and over may be referred to The Sanctuary.

One-to-one support



The number of our one-to-one support sessions booked through GP surgeries nearly doubled this year and around a fifth of attendances were by under-18s. In total, **822 individuals** sought help at **1,736 sessions**.

This service was designed to be a first point of contact for people seeking mental health support at GP surgeries. With the arrival of lockdown, all appointments with our practitioners were moved to phone support. Anxiety was one of the main reasons for seeking help, often related to Covid-19. Depression, family and relationship problems, loneliness and stress were also reported as reasons for referral.

To access these evening appointments, please contact your GP receptionist.



“**Thank you for giving me the strength and confidence to finally accept help.**”

Mind in Bradford client

“**I feel better getting things out of my head.**”

Young person



Know Your Mind



October saw the launch of our first-ever dedicated service for children and young people. Know Your Mind supports young people aged between 8 and 19 (or up to 25 with additional needs such as special educational needs and disabilities) in central Bradford, including through group sessions, ongoing one-to-one support, attending existing groups and activities such as Walk & Talk. In six months, we provided **634 one-to-one and group contacts** and **51 young people** were supported individually. More than half were from a BAME background.

We worked closely with schools, children's social care and other services, prioritising those most in need such as young people living with domestic violence or not attending school. Reasons for seeking help included self-care, education or employment, anxiety and stress, and family and home life problems.

Applications to Know Your Mind can be made through our website.

Wellbeing



Our wellbeing service allows people to meet up regularly to discuss their feelings, share their experiences of mental health and make new friends in a safe and welcoming environment. Not being able to meet in person during lockdown was a challenge and our team made regular calls to 180 clients to see how they were managing.

Some wellbeing groups, including peer support, moved quickly online and new socially-distanced Walk & Talk groups proved popular. There were **4,680 attendances** by over **359 people** who used the wellbeing service to help with feelings of anxiety, depression, feeling low and self-harm.

This year, we extended support to those who hear voices, re-opening our Maastricht Interview service to help people find individual coping strategies and setting up a second, smaller wellbeing group called Understanding Voices.

Referrals or diagnoses are not required to join our wellbeing service and all groups are free.

To register, call our office on 01274 730 815.



“**The Zoom groups have been a godsend for me.**”

Wellbeing client

“**I get along with my friend like I have known them forever.**”

Community Companions client

Community Companions



This year saw the expansion of our Community Companions support into central Bradford and the minimum age for referral lowered from 65 to 18. We also won extra funding from the Covid-19 Loneliness Fund to extend our befriending service because of increased social isolation and anxiety caused by the pandemic.

Our volunteers were not allowed to enter homes because of Covid-19, but they supported people by phone making **2,370 calls** over 12 months to **165 individuals**. Key reasons for referral included isolation due to shielding, high anxiety and low mood due to lack of human contact and stress arising from changing restrictions.

Applications to receive befriending support or become a volunteer can be made through our website.



How your support helps



Covid-19 has had a real impact on our ability to raise funds, with many of our events and activities cancelled. Despite this huge challenge, we have been amazed by support from organisations and individuals across the district who raised and donated over £82,000 towards our mental health services this year.

We launched innovative campaigns such as Send A Hug, allowing people to send a virtual hug to a loved one and make a donation to support our work. Companies stepped in to help by donating to our Covid-19 Business Appeal and virtual challenges such as 600 Mile September.

By raising money, our supporters not only funded services but also raised awareness of mental health throughout Bradford and Craven.

Among our fundraisers are the family and friends of 19-year-old Ethan Nutton, who took his own life in September 2019. Ethan's mum Mandie, dad Damian and sister Ellie had hoped to raise £10,000 for Mind in Bradford in memory of Ethan but, in spite of lockdown, they raised over £21,000.

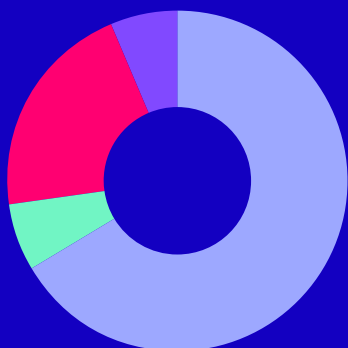
A huge thank you to our amazing fundraisers and volunteers who have gone the extra mile to raise vital funds towards essential resources and services in our community.

“As a family, the fundraising has given us a focus. It has helped us massively.”

Mandie, Ethan's mum

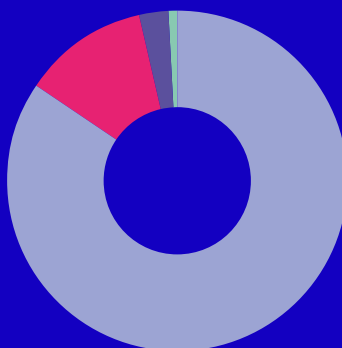
How we sourced and used funds in 20/21

Income £1,279,387



- Clinical Commissioning Groups **£850,021**
- Grants & generated income **£268,650**
- Fundraising **£81,616**
- Bradford Metropolitan District Council **£79,100**

Expenditure £1,193,612



- Direct charitable activities **£1,008,301**
- Administration **£144,359**
- Fundraising **£32,059**
- Governance **£8,893**