Impact Report



For the year April 2023 to March 2024



Why we exist

Our vision

No one in Bradford District and Craven has to face a mental health issue alone.

Our mission

To make the best possible difference to the mental health and wellbeing of the greatest number of people.

About us

We are an independent mental health charity with a rich history spanning over 30 years of delivering person-focused mental health support.

We are affiliated with national Mind but rely on our own resources to provide support to local communities. Our services prioritise listening to and understanding the needs of local people and are delivered in partnership across Bradford District and Craven.

Name change

In September 2024 we changed our name from Mind in Bradford to Bradford District and Craven Mind to better reflect the area we serve and show communities across the region that we are here for them.



Headline impact

This year we supported **17,176 individuals** with their mental health across **53,523 interventions**.

We reached 23% more people than the previous year and **7,432** of these people accessed support from us for the first time.

The number of people we support has increased every year since 2021:

2021-22 3,007 people

2022-23 13,939 people

2023-24 17,176 people



5,508

completions of the Support Finder on the Healthy Minds website



11,352

calls and live chats to Guide-Line



3,664

attendances at wellbeing and recovery groups



2,782

children and young people, aged 5 to 25, supported directly by the Youth in Mind partnership



3,139

sessions of 1:1 support via GP practices



10,332

crisis support sessions provided by Safe Spaces and Hospital Buddies

Contents

This Impact Report includes information which some individuals may find distressing.

If you need emotional support please contact Guide-Line on 08001 884 884 or chat to us online about how you're feeling www.mindinbradford.org.uk/chat

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Chair Report



Ruth Mulryne (Colman)

It has been a year of tremendous growth and challenge but I am delighted to say our organisation continues to go from strength to strength.

The demand for our services has never been higher. The ongoing cost of living crisis is exacerbating people's mental health and wellbeing. And we are seeing more severe cases of mental health across our services from people of all ages.

Despite this challenging picture locally, the extraordinary dedication of our staff and volunteers, crucially assisted by our loyal supporters and partners, continues to drive our organisation forwards.

From a governance perspective, I am proud to say we have enhanced our reputation for being a robust and well-respected organisation and a key partner in the local mental health system.

During the last year we were awarded the Mind Quality Mark thanks to a strong submission that demonstrated our commitment to organisational excellence, efficiency and best practice.

We have set out our ambitious vision for Equality, Diversity and Inclusion (EDI) inside and outside the organisation by launching our EDI policy and comprehensive action plan.

And we have added strength and depth to the Board of Trustees, increasing the demographic diversity, experience and skill set of our board during a busy 12 months of recruitment, inductions and development sessions.

Collectively we are determined to fulfil the ambition of our new operating name Bradford District and Craven Mind and are excited by the challenge of delivering a four-year strategy focused around four vital objectives:

- Building capacity within our services for children and young people
- Strengthening our support to adults and older people with complex needs
- Reducing inequalities and increasing access to support for people from our ethnically and culturally diverse communities
- Developing and supporting an inclusive and diverse workforce to grow our impact and reach

As we embark on our next chapter, I want to sincerely thank my fellow trustees, our fantastic staff and volunteers, and our dedicated supporters and partners. Your individual contributions are essential to improving the mental health and wellbeing of people in Bradford District and Craven.

CEO Report



Helen Davey

As I reflect on a busy last 12 months as CEO of Bradford District and Craven Mind, three words come to mind. These are: people, passion and progress.

Our People are the real magic behind what we do. Our workforce of staff and volunteers has grown to 215 over the last 12 months. It has been exciting to see us continue to grow, develop and support our skilled, passionate and diverse workforce. We are in more places than ever before; providing mental health and wellbeing support to everyone that needs it, when and where they need it. You can find out how exactly we do this (in person, online, via telephone and across the full range of services) by reading this Impact Report.

The Passion every staff member and volunteer brings to their role every day is genuinely humbling. It is down to this hard work and dedication that we have been able to support more people, in more places than ever before. For the year ending March 2024, we provided 53,523 interventions to 17,176 unique people; a 23% increase on the previous 12 months.

Our Progress can be highlighted by a growth in numbers of this workforce, new and additional services being launched, extensions and enhancements to our working spaces, and a further growth in income.

I was thrilled when our Safe Spaces and Youth in Mind services won awards during the course of the year which is testament to the quality of the services we provide through our brilliant team of people. But I encourage you to look beyond the numbers and read the stories of people who access our services (Katherine on page 10 and Ayo on page 17) to help understand the difference we make to people. It is clear that, due to the challenging local and national landscape, our work is now more important than ever.

During the year we continued to expand our children and young people's services into new localities. We have developed our crisis support offer Safe Spaces in partnership with The Cellar Trust to be even more impactful. Our Guide-Line telephone and live chat service has evolved into a crucial element of the local urgent and non-urgent care metal health system. And we have ensured support is 'always available' with a relaunched online hub for mental health support under Healthy Minds branding.

We also signaled our intention to put people from our ethnically and culturally diverse communities at the heart of our plans for the next five years in our new strategy. In partnership with Staying Put, we won a new contract to tackle mental health inequalities facing people from ethnically and culturally diverse communities.

Finally, I would like to thank: our new and existing supporters who connect with us, give us their time or donations and enable us to continue doing what we do; our brilliant team of staff and volunteers; our delivery partners and stakeholders for working with us as a team to deliver our vision to ensure no one in Bradford District and Craven has to face a mental health issue alone.

Collaboration and Leadership

Over the last year we have continued to build our reputation for being a proactive and well-respected organisation that is passionate about partnerships and integration.

We are proud to see our services co-located in primary and secondary care settings, in schools and community centres, and in partnership with West Yorkshire Police and Yorkshire Ambulance Service.

We are immensely proud to be part of an energetic and vibrant Voluntary and Community Sector (VCS) across Bradford District and Craven and co-chair the local Mental Health Provider Forum where we ensure the voices of organisations like us are heard by statutory partners.

In West Yorkshire we provide strong VCS representation into the West Yorkshire Integrated Care System Collaborative that focuses on mental health, learning disabilities and autism.

As Senior Responsible Officers for Community Mental Health Transformation and Children's Crisis in West Yorkshire, we are more visible and connected across the region than ever before and have developed a strong reputation for being an engaged and thoughtful partner in the wider system.

On a national basis we continue to play an important role in the Mind federation by being proactive in the Mind Network Committee and in several operational groups covering race equity, organisational development, network sustainability and income generation.

Bradford District and Craven Health and Care Partnership is made up of the NHS, councils, care providers, and the voluntary, community and social enterprise sector. This means for the Healthy Minds priority we work with a number of partners, who deliver excellent partnership work and one of those partners is Bradford District and Craven Mind.

Bradford District and Craven Mind play a key role in the delivery of some of our services to our communities working in collaboration with other organisations.

They have good links with grassroot organisations who provide mental health support, and we are able to draw on their expertise and knowledge for the Healthy Minds work with both professionals and people with lived experience. Their work is vital to our health and care system alongside other partners and it has been recognised at the Celebrate as One Partnership Awards 2023. We admire their passion and commitment to making a real change to people who are struggling with their mental health and for them to be on our Healthy Minds journey.



Sasha Bhat

Priority Director for Healthy Minds
Deputy Director of Integration and Transformation
Bradford District and Craven Health and Care Partnership

Our People and Values

We've grown to a workforce of 215 over the last 12 months including 110 paid staff and 105 volunteers. Our amazing volunteers have contributed 2,797 hours of support towards our services.

We are committed to a set of organisational values which guide our behaviours. These values are a continuous thread through everything we do from how we treat the people we support to how we develop as an impactful organisation.



Our people tell us we provide a flexible, supportive and friendly working environment where they are heard and listened to.

- 90% of staff feel supported and believe they are working as part of an effective team.
- 97% of staff feel their work contributes to the success of the organisation and they are proud of the work they do.
- 91% of staff appreciate the culture of the organisation.

We've successfully launched our 'Belong' group to give our employees the ability to support each other and celebrate their uniqueness.

Katherine's story

Katherine* rang Guide-Line whilst sitting on a bench outside of her local park at night. She made the call to Guide-Line after being given the phone number by a stranger.

She had been stuck in the same place for hours, not able to move due to reliving painful memories of the grooming and sexual abuse she had experienced as a child.

Katherine sounded confused and distressed, so the Guide-Line worker listened and empathised with her as she recounted stories from her past and spoke about her current situation.

Wanting to get Katherine to a safe place, the Guide-Line worker gently suggested that Katherine start to walk home while they remained on the phone. Once at home, Katherine spoke about how she felt her life had been ruined and that she had nothing to live for.

After confiding in the Guide-Line worker about her recent self-harming, the worker had concerns about Katherine's safety.

Guide-Line provides emotional support over the phone and if the person calling is experiencing emotional distress then the Guide-Line worker can refer that caller for a same-day appointment with Safe Spaces.

The Guide-Line worker suggested that she might like to be referred to Safe Spaces so that she could receive further support in person. Katherine accepted the appointment and later that evening met a crisis support worker at the Bradford Safe Spaces hub.

Katherine said that she appreciated the kindness and patience she had been shown by the worker, as previously services had been quick to contact the police. She was grateful that somebody was willing to listen to her.

Our Guide-Line service provides confidential, emotional support 365 days per year.

If you need support, call us on 08001 884 884 or chat to us online from 8am until midnight every day www.mindinbradford.org.uk/chat

*Name changed to protect anonymity



Services and programmes

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1. Building community and individual resilience for better mental wellbeing

People reached: 34,402

*People visiting Bradford District and Craven Mind or Healthy Minds websites.

Healthy Minds

The Healthy Minds website is your first step to mental health support in Bradford District and Craven. The site includes a directory of services including support groups, mental health advice and information. You can get personalised information tailored to your needs and preferences using the Support Finder.

In 2023, the Healthy Minds brand and website was redeveloped to improve the user experience for people of all ages. The website relaunched on World Mental Health Day (10 October, 2023).

Over the last 12 months, over **23,200** people visited the Healthy Minds website and over **5,500** of those visitors used the website's Support Finder to find customised information and services in their local area.

To find support for your mental health and wellbeing, visit the Healthy Minds website:

www.healthyminds.services



Campaigns and Communications

As one of Bradford District and Craven's leading mental health providers we aim to be vocal and direct in our championing of mental health within our communities.

Over the last 12 months we have used our local platform and unique position as part of the Mind network to talk openly and passionately about the challenges people from all backgrounds face.

Highlights

- Over **29,400** people visited the Bradford District and Craven Mind website, with **25%** of those visitors looking for service information, advice and support.
- Over **1,000** people followed us on our social media platforms including Instagram, Facebook, TikTok and LinkedIn accounts taking us to over **11,000** followers.
- Our supporter and workplace wellbeing mailing lists grew by 35%.
- We attended **25** different events where we provided an information stall to raise our profile and connect with local communities.
- We were mentioned in local media 18 times including newspaper and radio.
- We created a video advert explaining our services in English, Punjabi, Urdu and Slovakian.
- We ran a targeted Guide-Line advertising campaign online and in the community which increased the number of men and young people to use the service, equating to **492** more unique people compared to the previous year.

Key campaigns:

Mental Health Awareness Week, May Pride, June South Asian Heritage Month, July-Aug Suicide Prevention Day, Sept World Mental Health Day, Oct Time to talk day, Feb



Staff and Volunteers at Bradford Pride

People's Stories

We recognise the specific ways stigma manifests in certain communities, and shone a spotlight on people's stories to provide hope and encouragement to others. Some of our stories are told by others to protect people's safety and identity.

Explore our recent people's stories on our website: www.mindinbradford.org.uk/about-us/peoples-stories

2. Providing early intervention advice and support

People supported: 3,363

Guide-Line is our free telephone and live-chat service providing confidential, emotional support every day of the year. This service is one of our longest running services and continues to be an integral source of support to people in Bradford District and Craven. This year we provided support to **692** people through **11,352** phone calls and live chats.

As of May 2024, people calling the national NHS helpline '111' can now be connected to **Guide-Line** through automated messaging that triages calls for mental health and wellbeing support. We continue to provide a crisis pathway through to Safe Spaces for people calling that need urgent same-day crisis support.

Enhanced Access and WISHH are our Primary Care-based services that can be accessed by anyone with a registered GP. This year we offered 5,460 one-to-one appointments. Appointments are offered over the phone and are often a first step to seeking help for your own or a family member's mental health.

Our **Wellbeing service** allows people to meet up regularly to discuss their feelings, share their experiences and take part in activities in a welcoming environment. The groups consist of structured courses with a recovery focus, like Six Weeks of Wellness, and wellbeing activities like tribal drumming and Zumba.



This year, there were **3,664** attendances and contacts by **436** people at our recovery and wellbeing groups. The service has listened to the people who use it and has extended groups into weekends and evenings.

The service also secured funding from Sport England to fund bowling wellbeing groups at local lanes for **40** people who use services, incorporating peer support with physical activity.

In January 2024, Bradford District and Craven Mind and Staying Put were successful in a bid for five years funding for a new programme for **Ethnically and Culturally Diverse Communities (ECDC)**. The overall vision of the programme is that everybody from ethnically and culturally diverse communities can access mental health support how and when they need it.

The mission is to reduce mental health inequalities faced by culturally and ethnically diverse communities and to reduce system pressures. The **ECDC** programme will be mobilised in 2024-25.

Visit our website for information on any of these services: www.mindinbradford.org.uk/support-for-you



3. Supporting people in crisis

People supported: 3,243



Safe Spaces is our crisis support service in partnership with The Cellar Trust. The service offers a calm, non-clinical space for children, young people and adults across Bradford District and Craven who need urgent, same-day mental health support.

This year, **2,592** people were supported who were experiencing emotional distress, with **6,028** sessions of support from Hubs in Bradford, Keighley and Shipley. This is a **40%** increase in the number of people we supported in crisis in comparison to the previous year.

Further support was delivered by the partnership with **3,746** attendences for drop-in support within school, cafe and community settings.

We continued to improve accessibility to our services, implementing a referral pathway with Yorkshire Ambulance Service to reduce inappropriate A&E admissions (saving blue light services approximately £67,000 to date), and leading a new support offer to children and young people admitted to hospital wards through our Hospital Buddies programme.

Safe Spaces earned the partnership both local and national recognition through awards for 'frontline team of the year' (Act As One) and 'collaboration and partnership' (3rd Sector Care Awards).

In times of emotional distress including severe anxiety, panic attacks, suicidal thoughts or intense depression, call First Response on **0800 952 1181** or Guide-Line on **08001 884 884** for a same-day appointment with Safe Spaces.

This year saw the launch of a new crisis support service, Hospital Buddies, providing one-to-one support to young people on the children's wards at Bradford Royal Infirmary and Airedale General Hospital. Wellbeing Workers based on the wards supported young people with anxiety around an operation, chronic health diagnosis, mental health admissions and anyone experiencing mental health distress. Since launching the service in 2023, Hospital Buddies has supported **316** children and young people.

Visit our website for information on any of these services: www.mindinbradford.org.uk/support-for-you

Ayo's Story

Seventeen-year-old Ayo* had struggled with low self-esteem and low self-confidence since he was young. He was bullied in school, which led to him leaving education before sixth form. He experienced intense anxiety whenever he left the house, so he spent most of his time inside. He would often isolate himself in his room because he didn't have a close relationship with any of his family members.

Ayo was assigned female at birth but identified as male. He was struggling to come to terms with his identity and didn't feel able to tell his family. Seeking support for his mental health, Ayo referred himself to Know Your Mind.

At first, Ayo's support sessions with his Community Wellbeing Worker were over the phone and given a safe space to talk, he opened up about his struggles with his gender identity. Over time, the Community Wellbeing Worker built a positive and trusting relationship with Ayo and supported him in transitioning from telephone calls to face-to-face sessions. Ayo experienced a lot of anxiety during his first in-person support session. However, the Community Wellbeing

Worker supported him to manage this through breathing exercises and distraction techniques. Ayo continued to meet his Community Wellbeing Worker in person, gradually building his confidence to go into public settings. He learned to use tools to manage his anxiety in situations where he felt overwhelmed.

The Community Wellbeing Worker supported Ayo in researching LGBTQ+ support services that he could access when he felt ready. Ayo had also shared an interest in gaining employment, so they worked to get an appointment with a local employment support service which they attended together.

At the end of his support sessions, Ayo left the house regularly and managed any feelings of overwhelm using the techniques he had learned. He shared with his Community Wellbeing Worker that they had helped him more than they could ever realise. Ayo's mum also expressed her gratitude, having noticed a drastic change in Ayo's confidence and mood. She said it was amazing to see his smile again.

Our Know Your Mind service is part of the Youth in Mind partnership that provides one-to-one and group support to anyone aged 5-19 or up to 25 with additional needs.

If you need support visit the website: www.mindinbradford.org.uk/youth-in-mind

*Name changed to protect anonymity



4. Equipping people to recover and sustain improved wellbeing

People supported: 4,289

Youth in Mind (YIM) is a partnership of organisations – led by Bradford District and Craven Mind - that provide emotional and wellbeing support to children and young people aged 5 to 19 and up to 25 with additional needs. This year the partnership supported 3,712 children and young people with 13,667 support sessions, including one-to-one and group support.

Within the YIM partnership, Know Your Mind and Know Your Mind Plus are our dedicated children and young people's services supporting 8-25 year-olds. Over the last 12 months we have supported 360 young people with 1,848 sessions of one-to-one support. Of the young people we supported, 95% showed improvement after completing their eight weeks of one-to-one support. We were delighted to win the Act As One 'Child-friendly service' award for the Youth in Mind programme at the partnership awards by Bradford District Health and Care Partnership.

Midway through the year we launched **KidsTime workshops** which marked the first of its kind in the north of England. The service supports families where a parent or carer has mental health difficulties. Ten families and a total of **37** people were supported through this innovative new programme developed by Our Time.

Wellness Collaborative was redeveloped to become **Stepping Stones**, a service that supports people through a series of therapeutic groups to enhance their wellbeing and reduce the need for a further clinical therapeutic intervention. The groups focus on equipping people to stay well and access further community-based support.

We supported **92** individual voice-hearers by providing **400** interventions through our peer support groups and one-to-one **Maastricht interviews**. Clients often hear voices because they have experienced trauma. This service helps develop understanding of their voices and provides them with tools to help.

Community Companions is a befriending service for anyone in Bradford and Craven aged 18+ who is feeling lonely, isolated or struggling with their mental health. Volunteers are matched with clients to provide one hour of weekly support in-person or out in the community for up to three months. This year the service supported **74** individuals including outdoor walks and visits to local community groups and cafés. We saw an increase in attendees from ethnically diverse backgrounds thanks to volunteers facilitating sessions in Urdu and Punjabi.

SMI-LE provides additional practical wellbeing support for up to six weeks to help people registered with a Care Coordinator achieve their individual goals and aspirations. This might be locating more appropriate housing, help with employment, welfare and benefits or supporting people with their mental health and wellbeing. This year sessions of support through SMI-LE were delivered to **297** people.

In the **Severe Mental Illness (SMI) and physical health checks** areas we continued to evolve our offering by implementing a Health Engagement Officer model which helped **212** people attend their annual physical health check. Since the project launched, we have delivered training on SMI and physical health checks to a growing number of healthcare workers across Bradford District and Craven including GP practices and voluntary organisations. We have also developed a range of videos, leaflets and social media campaigns to inform and educate people.

Innovation has been key to delivering the right services in the right place at the right time and in February we launched the Personal Health Budgets service which has proven the impact of a non-clinical approach in helping people transition back to their local communities after leaving hospital. Within one month of launch, we supported 13 people at a cost of £3,200, leading to a reduction of 39 bed days in hospital and savings of £47,000 for the local NHS.

Visit our website for information on any of these services: www.mindinbradford.org.uk/support-for-you



Our supporters

Despite the ongoing challenging economic conditions in Bradford District and Craven, we are so grateful for the efforts from our supporters and funders. Thank you to everyone that has raised, donated and funded £130,000 in unrestricted income towards our mental health services this year.

£130K



Our supporter highlights

- Six new grant funders including Garfield Weston Foundation, Sovereign Healthcare and Sport England
- Barton Legal ran their annual Dales
 50 cycling challenge with a glorious
 50-mile cycle ride around the Yorkshire
 Dales raising £3,000 in the process
- We were kindly invited to Ilkley Food and Drink Festival where our amazing volunteers raised £5,000
- Our first Great Yorkshire Abseil challenge at the Ilkley Cow and Calf raised £4,000
- Our amazing fundraisers went above and beyond! Peter Colman raised £2,700 running a Lakeland Marathon, Adrian Smith raised over £700 running the London marathon and Martin Cuthbert took on a Moroccan trek to raise £1,570

- Local businesses got behind their local community by taking on Total Warrior, moving 600 miles, cycling the Dales 50 and baking up a storm! Special thanks to TL Dallas, Barton Legal and Xpand Marketing who raised over £10,000 altogether
- Thank you to our growing business supporters who got behind our winter appeal this year and sponsored a bauble on our virtual tree to raise over £12,000 towards our services
- Created a Business Steering Group involving key local businesses to provide insight, advice and feedback on our commercial offer







How your support helps

We are so grateful to our amazing volunteers and fundraisers this year who have gone the extra mile. From collecting donations at Ilkley Food Festival to selling arts and crafts, your efforts have been nothing short of amazing!

We are also thankful to those organisations who trust us to deliver mental health training and whose commitment to workplace wellbeing is a shining example to others of how a happy and healthy workforce is vital to the success of our region's businesses.





At Barton Legal, we will not only be supporting Bradford District and Craven Mind through fundraising activities and awareness, but we will be working with the charity to ensure our team and connections have the opportunity for training and guidance on mental health issues.

Trish Barton, Barton Legal



Bradford District and Craven Mind is very close to the hearts of the TL Dallas team, the work they do is invaluable within our local community.

Polly Staveley, TL Dallas



We're excited to be working with Bradford District and Craven Mind again to raise funds to support mental health in the Bradford area.

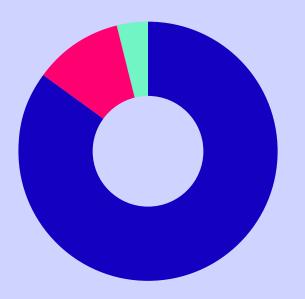
Jag Panesar, Xpand Marketing



Our income and expenditure

We are proud to say that **87p** of every **£1** we receive is spent directly on our charitable work.

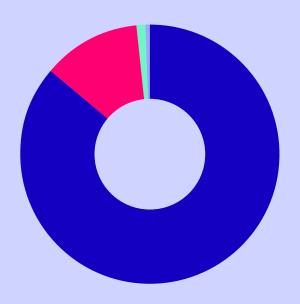
Income £3,342,595



- Clinical Commissioning Groups £2,848,613
- Grants & generated income **£364,353**
- Fundraising £129,629

Our combined income grew by **23%** in 2023-24 from £2,711,784 in 2022-23.

Expenditure £3,130,402



- Direct charitable activities £2,700,765
- Administration £378,488
- Fundraising £37,506
- Governance £13,643

Our combined expenditure increased by **20%** in 2023-24 from £2,621,116 in 2022-23.

How you can support us

Bradford District and Craven Mind is an independent registered charity and relies on its own resources to provide local services. We wouldn't be able to do what we do without the support of our wonderful community and corporate partners.

Ways to get involved

- Volunteer
- Join a fundraising challenge
- Organise your own fundraiser
- Make us your charity partner
- Invest in mental health and wellbeing training

Visit our website for information on how you can support us: www.mindinbradford.org.uk/support-us



General enquiries 01274 730 815 admin@mindinbradford.org.uk Bradford District and Craven Mind Kenburgh House 28 Manor Row Bradford BDI 4QU Get Social Follow us on social: (f) (1) (2) (2) (3)

Need to talk?

Guide-Line is our phone and live chat service providing confidential emotional support from 8am - 12am every day. If you need urgent help Guide-Line can refer you to same-day support from Safe Spaces.

To speak to us call **08001 884 884**

To chat visit

www.mindinbradford.org.uk/chat

Awards and accreditations













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