

Our Impact

April 2024 - March 2025



Our vision is that no one in Bradford District and Craven has to face a mental health issue alone.





Our mission is to make the best possible difference to the mental health and wellbeing of the greatest number of people.

Contents

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

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

If you need support, call us on:

08001 884 884

or visit:

mindinbradford.org.uk/support-for-you



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Context

Across Bradford District and Craven:



120,000 people are thought to be income deprived (the fourth largest figure in England), including 30,000 children.



1 in 3 people are classed as economically inactive.



Bradford is amongst the youngest cities in the UK with a high proportion of residents under the age of 18.



68% of people have experienced discrimination and hate.



6,949
people are on the
severe mental health
register.



15,000+
people are using
anti-psychotic
medication.



Over 45,000 people have been diagnosed with depression.



Life expectancy is up to nine years lower in deprived areas.



People with a mental health illness can die 20 years earlier than the general population.



The Covid-19 pandemic, and the cost-of-living crisis, have had disproportionately negative impacts on people with mental health difficulties from racialised communities.

*Statistics taken from Bradford District Health and Care Partnership's Healthy Minds Strategy and Centre for Mental Health's 2023 Mental health needs of people from racialised communities across Bradford District and Craven review.

Who we are and who we help

Bradford District and Craven Mind is your local, independent mental health charity. We have a rich history spanning more than 30 years of delivering person-focused mental health support. We help people of all ages across Bradford District and Craven.

We are affiliated with national Mind but we raise our own funds and make our own decisions about how we use them. Our services are tailored to our local area and can be accessed over the phone, online and face-to-face. Support is free and available every day of the year to anyone who needs help with their mental health and wellbeing.

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



2024/25 in numbers

This year we supported **18,541** unique people through **61,585 meaningful contacts**, each one representing a moment of care, guidance or support provided directly by us or by services delivered by our sub-contracted partners. This figure represents an 8% increase on the number of individuals supported compared to the previous year.

- Almost 50% of these people (8,455) accessed support from us for the first time.
- Almost **45%** of these people (8,220) accessed support from us via our work in partnership with other organisations.

3,007 people

2022-23 13,939 people

2023-24 17,176 people

2024-25 18,541 people



3,516

sessions of one-to-one support via GP practices.



3,112

attended our recovery & wellbeing groups.



28,545

visited our websites for online information.



11,618

calls and live chats to Guide-Line, our mental health support service.



3,655

young people supported by our Youth in Mind partnership, our award-winning service for people aged 5-19, and up to 25 for those with additional needs.



£98,196

raised by incredible fundraisers, trusts, community and corporate supporters.



7,303

crisis support sessions provided by Safe Spaces and Hospital Buddies.

Jodie's story

When Jodie first reached out to the service six months ago, she was unsure whether group support would help her. She felt hesitant and vulnerable, uncertain about how much she could open up or what a wellbeing practitioner could offer. But she decided to attend the Women's Wellbeing Group, hoping it would provide a safe, supportive environment where she might share her experiences.

Despite her initial fears, Jodie spoke bravely about her complex and painful journey, including a difficult childhood, the experience of baby loss, and the deep sense of losing her identity as both a mother and a wife. She also expressed uncertainty about whether she and her children were neurodivergent. Throughout this process, the group - both the practitioner and peers - offered her empathy, understanding, and a non-judgmental space to talk.

As Jodie continued engaging with the service, she joined several recovery-based groups, where she began learning practical strategies to help her manage her mental health and wellbeing. During this time, she was formally diagnosed with autism, an experience that brought up a mix of emotions but ultimately felt validating. For years, Jodie had blamed herself for her struggles. Now, with new understanding and support, she is learning to be kinder and more compassionate to herself.

Her wellbeing practitioner played a key role in helping her understand autism and how it presents in women, empowering her with knowledge and self-awareness. Jodie now regularly joins Bradford District and Craven Mind's Women's Wellbeing and Recovery groups. She's made lasting friendships, grown in confidence, and learned that it's okay to ask for support when things feel tough.

My experience with the group has been really positive. I started out quite sceptical of the group but immediately liked the non-judgmental approach. Everyone is respectful and listens. It also helps to meet others who experience the same feelings as you.

*Name changed to protect anonymity

Finding strength through peer support

Bradford District and Craven Mind offers a range of peer support groups for adults. This is where people with lived experience of mental health challenges come together to share, connect, and support each other. These groups are led by trained wellbeing practitioners and supported by volunteers, creating a safe and welcoming space for people to learn from each other and move forward with their lives.

Find out more:

mindinbradford.org.uk/support-for-you



Welcome from Ruth

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Ruth Mulryne (Colman)
Chair

It has been a year of tremendous challenge for Bradford District and Craven Mind. Demand for our services continues to grow. But we are now in an even stronger position to make sure no one in our community should face a mental health issue alone.

As you may know, Bradford District and Craven is the fifth largest district in England. The city of Bradford itself is one of England's most deprived districts.

Poverty, housing, education and employment fueled by a post-pandemic cost of living crisis, are having a negative effect on the mental health of communities like ours.

Too many people aren't getting the help they need. Demand for mental health support is greater than ever. To help us achieve our mission to make the best possible difference to the greatest number of people, we've responded by expanding our team, our main office space, and strengthening our partnerships with primary and secondary mental health care through our new services.

We're proud to have launched three new services to better meet the diverse needs of our community. Hope and Light is a partnership project delivering culturally responsive mental health support services for Black African, Black Caribbean, Central and Eastern European, Roma, and South Asian communities. Our Culturally Adapted Therapy service integrates culturally adapted Behavioral Activation Therapy into our wider

offer, tailored specifically for Muslim people. Through CORE, we're providing comprehensive, person-centered support for individuals living with severe mental illness, identified through primary care networks and within the wider community.

We're also proud to receive a Mind Excellence Award from national Mind for our new strategy, which outlines our priorities for the next four years. It's incredibly rewarding to see our vision, dedication, and impact recognised, and to know that our strategy will serve as a model for over 100 other local Minds.

Our strategy focuses on four key areas:

- 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

Read on to discover how we've delivered meaningful, lasting support and made strides across these four areas.

Finally, I would like to offer my heartfelt thanks to my fellow trustees, fantastic staff, volunteers, and dedicated supporters and partners. Your individual contributions are making a real difference to the mental health and wellbeing of people across Bradford District and Craven.

Welcome from Helen



Helen Davey

This year we have continued to be there for the people of Bradford District and Craven. We are working in more places than ever before - from community hubs to hospitals - offering mental health and wellbeing support to people where and when they need it.

A total of 18,541 people were supported by our brilliant team of staff, volunteers and partners during the year and almost half of these people accessed support for the very first time.

This statistic in itself tells a frightening story about the challenges which exist locally and the impact of an ongoing cost of living crisis on an area already suffering with high levels of poverty and deprivation.

Not only are we supporting more people than ever, but our teams also regularly report that the people they see today have a greater complexity of need than in the past. That's why, when I look at the impact we have made inside some of our service teams, it is with a sense of enormous pride. Our impact is more than reach, the individual stories of people using our services bring to life the true impact of our work.

We also use goals-based outcomes as a way to evaluate individual progress across some services and while we consider a score of +3 a positive outcome, our Youth in Mind Partnership recorded an average +5.5 score across the 3,655 people supported last year. That's a phenomenal difference.

Our trial of the Personal Health Budgets service has been shared nationally as a great example of how to reduce pressure on hospitals. It has saved an estimated 654 NHS bed days and £508,000 in costs on already over stretched budgets. Our role as a

reliever of pressure on a stretched statutory healthcare system is also an important one, and one that will no doubt become even more important as the issue of how to effectively fund our national healthcare system continues to play out nationwide. Meanwhile, one of our longest running services, Guide-Line, broke new ground this year as people calling the NHS's 111 service in the area can now be directly connected to someone who can help with their mental health and wellbeing.

As I reflect on a busy 12 months for our organisation, it is important to note that while we have grown in size – both in terms of the numbers of people supported and the size of our own workforce – our role within a local health and care system has also evolved. We're 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 proud to work in partnership with so many amazing organisations doing great work in geographical areas or with demographics that they are better placed to serve.

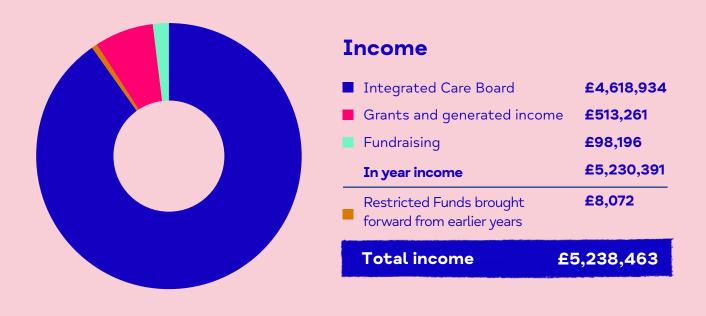
Almost half of the people supported (8,220 individuals) were via our extended partners such as those collaborating in the new Hope & Light partnership, supporting ethnically and culturally diverse communities. I'd like to offer a massive thank you to our wonderful partners, to our brilliant workforce, our sponsors, supporters and everyone who has helped us on our journey over the past 12 months.

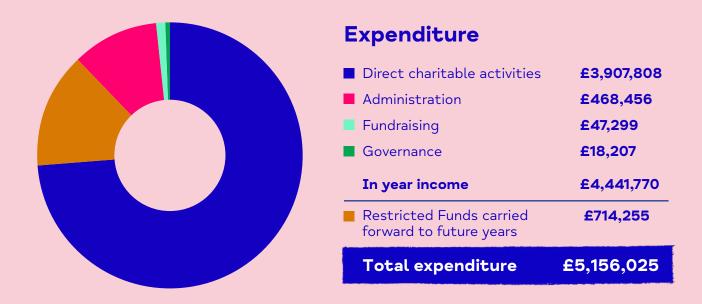
My last word is one of thanks to those people who have kindly allowed us to shine a spotlight on their mental health stories in the pages of this Impact Report. While concerns over funding, rising costs and system pressures can sometimes dominate, we must not forget the positive difference we are making to mothers, fathers, children, friends and work colleagues from across our communities on a daily basis.

How we raise and spend our funds

Every penny raised locally is spent locally in Bradford District and Craven. So, when you support us, you're helping your friends, family, and neighbours right here.

For every £1 donated or received, 90p is spent directly on delivering the charity's services and support for people in Bradford District and Craven.





Fundraising

We're an independent, local charity. We raise our own funds and make our own decisions about how we use them. Our incredible fundraisers, community and business supporters, and trusts and foundations helped us raise £98,196 in 2024/25. We know times are hard for so many people, and we're massively grateful to everyone who supported us.



Supporter highlights

- Thank you to our three new grant funders, The Harry and Mary Foundation, St James's Place Charitable Foundation, and the Liz and Terry Bramall Foundation.
- Our charity partners in Bradford District and Craven have continued to support us. Thank you so much to ACS Group, Xpand Marketing, Barton Legal and TL Dallas.
- Many organisations trusted us to deliver mental health training to their staff. Their 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.
- Growth in corporate relationships and partnerships aligned to our new training and workplace wellbeing offer.

- Many of you have even taken part in our first ever corporate 5-a-side football competition, organised in partnership with Bradford Park Avenue FC.
- Our supporters also found themselves at the finish line at local challenge events.
 People like you took part in the Great Yorkshire Abseil, Bradford 10k, Tough Mudder and Barton Legal's Dales 50 Bike Ride. Wherever there was a challenge, our unstoppable fundraisers were there.
- People like you have fundraised at community events, collecting donations from members of the public at Ilkley Food Festival and Bradford Pride.







Our People and Values

People are the true driving force behind everything we do. Over the past year, our workforce has grown to a record 140 staff, supported by 80 amazing volunteers. As we expand, we continue to develop new ways to support and develop our skilled, passionate, and diverse team.

We are committed to a set of organisational values which guide our behaviours. These values are the thread through everything we do - from how we treat the people we support to how we grow our impact on our community.



Supporting everyone

Understanding, celebrating uniqueness and respecting all



Working together

Making the biggest positive difference



Caring always

Being kind and compassionate



Enabling all

Making things possible



Improving continually

Listening and being creative

How you can support us

We are working hard so no one in Bradford District and Craven faces a mental health issue alone. But we can only do this with your help.

- Volunteer
- Join a fundraising challenge
- Organise your own fundraiser
- Make us your charity partner
- · Invest in mental health and wellbeing training
- Share our social media posts

Find out more:

mindinbradford.org.uk/support-us



How your support helps

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



Bradford District and Craven Mind has been there for me in the past, so I've set up a regular contribution so that they can be there for others in the future.

One of our regular givers



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

Equity, Diversity and Inclusion

We appreciate having a diverse team with different backgrounds and experiences, both in our paid staff and volunteers. We have seen a 30% growth in our paid staff workforce this year and our annual monitoring process tells us that:

- Our workforce reflects the **diversity of our local community**, with around **60%** identifying as white British and **40%** from other ethnic backgrounds, compared to **81%** and **19%** nationally.
- 32% of our workforce told us they are from a **south Asian background** (Pakistani and Bangladeshi). This is similar to the local population.
- 20% of our workforce are male, typical of a healthcare setting.
- 18% of our workforce identify as LGBTQIA+, compared to less than 3% of the local population.

Data sources: BDC Mind voluntary EDI Survey (Jan 2025), Census 2021: Bradford District, NHS Equality Data 2022-2023.



Anonymous poem

Individually we may be small

We may look at the journey and feel overwhelmed by it all

When people come and go

We might stop and think how are we going to grow?

But as we take time to change and rebuild

Our values become greater instilled

Working together, we become a team

Helping service members to build their self-esteem

Improving continually, we'll keep climbing

And realise we are always designing

Enabling all, we don't leave anyone behind

We stand better when we aren't confined

Caring always, our feelings are meaningful

As a team this makes us powerful

Supporting everyone, everyone is welcome through our doors

We give people space to explore

No matter what happens, we are a team

Through change our torch continues to beam

We remain stable through passion and purpose

Which is why we are here providing the best service.

Written by a staff member about Bradford District and Craven Mind



Services and Programmes

In developing our current strategy, we listened to people using mental health services, carers, our staff and volunteers and others working within the mental health system. We also listened to those not currently actively engaged with what we do, to find out why that might be the case.

The challenge remains clear: to ensure that all people can access help to manage their mental wellbeing, when, where and how they need it.

In addition to the challenge of meeting overall demand, research shows that specific groups of people are not getting the help they need. Services need to be tailored to meet the needs of our diverse population, so that no one in Bradford District and Craven has to face a mental health issue alone.

Our Objectives

1

Building capacity within our services for children and young people, and increasing access to support available for them.

2

Strengthening our support to adults and older people with a severe mental illness and those with complex needs. 3

Reducing inequalities and increasing access to support for people from our ethnically and culturally diverse communities.

4

Developing and supporting an inclusive and diverse workforce to grow our impact and reach.

Our Strategies

- Promoting a positive understanding of mental health
- Providing early intervention advice & support
- Providing specialist support to help people manage their mental wellbeing
- 4 Being there for people in crisis

Promoting a positive understanding of mental health

We're one of the leading mental health charities in Bradford District and Craven. We're proud to stand up for better mental health and to speak out against stigma wherever we see it.

Over the past year, we've used our local voice and our connection to the national Mind network to raise awareness and encourage honest conversations about the mental health issues people face, no matter who they are or where they come from.

Key campaigns

- Mental Health Awareness Week, May
- Bradford Pride, August
- South Asian Heritage Month, July-August
- Suicide Prevention Day, September
- World Mental Health Day, October
- Black History Month, October
- Children's Mental Health Week, February
- Race Equality Week, February



Highlights

- 10% increase in unique website visitors. 45,000 people interacted with our Bradford District and Craven Mind and Healthy Minds websites throughout the year.
- 28,184 people visited the Bradford District and Craven Mind website. 40% of these were looking for mental health support and information.
- 809 more people followed us across our social media accounts, including Facebook, Instagram, Youtube and TikTok.
- **42,064** tailored newsletters were sent to our supporters, training customers, service members and workforce of staff and volunteers.
- **36** community events to raise our profile including Bradford Pride, Yorkshire Games Festival and International Women's Day at City Hall.
- 23 mentions in the press and media, including BBC Radio Leeds, ITV Yorkshire and the Telegraph & Argus.
- We launched a **new search feature** on the website to help adults and young people find the information and support they need more easily and quickly.
- We told nine people's lived experience stories in their own words.

Partnership working via Healthy Minds

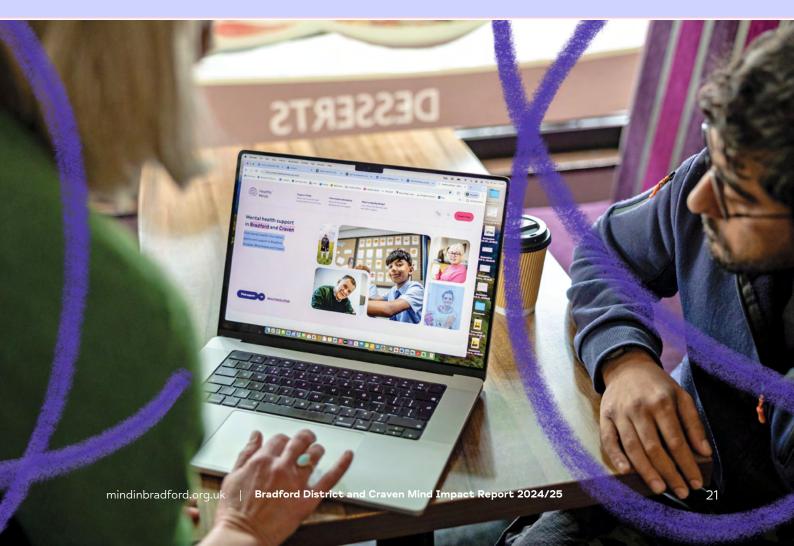
Collaborative working between statutory and voluntary sector organisations has seen initiatives like the Healthy Minds website (**www.healthyminds.services**) created to support a growing number of people each year. The website supports people to find and access mental health support at a time and place to suit them.

Bradford District and Craven Mind is the lead provider of the Healthy Minds website and this role will be key to its successful ongoing development and engagement activities, alongside supporting the promotion of the wider Healthy Minds collection of mental health services.

In **2024/25**, the Healthy Minds website welcomed more than **17,600 visitors**. Over **4,000** people used the Support Finder to access personalised advice and information in their local area.

We increased the number of service listings by **25%** and worked closely with providers to keep all information accurate and up to date. We also developed new content and key landing pages to better reach young people, diverse communities, parents, carers, and LGBTQIA+ individuals.

To find support for your mental health and wellbeing, visit the Healthy Minds website: **www.healthyminds.services**



Providing early intervention advice and support



Services include: Guide-Line, Enhanced Access, Wellbeing, WISHH and Hope and Light.

People supported: 4,519

We supported **4,519** people over a total of **16,286** meaningful contacts. This represented an increase of **34%** in people accessing support compared to the previous year.

Guide-Line is our free, confidential **telephone** and **live-chat** service, offering emotional support every day of the year. As one of our longest running services, and continues to be a vital source of help for people across Bradford District and Craven. Over the past year, **898** individuals received support through a total of **11,618** calls and live chats.

In May 2024, a major step forward was made: people calling the **NHS's 111 service** in the Bradford and Craven area can now be directly connected to **Guide-Line** for mental health and wellbeing support.

Guide-Line continues to play an important role in the local crisis support system, providing same-day help and direct access to **Safe Spaces** for anyone in urgent need.

We have two primary care-based services, **Enhanced Access** and **WISHH**, that can be accessed by anyone with a registered GP. The goal is to offer early, flexible support—especially for people feeling worried, stressed, overwhelmed, low, isolated, or struggling to sleep.

Enhanced Access lets you quickly get on the phone with a mental health practitioner, including during the evening, without needing a diagnosis or GP referral. WISHH is a direct,



personalised wellbeing appointment service for patients at three local GP practices, which is ideal for quick access and available for anyone aged 10 and above.

This year we offered **3,516** one-to-one appointments. Appointments are available by phone and are often a first step to seeking mental health support for you, a family member or friend.

Our **Wellbeing service** allows people to meet up regularly to discuss their feelings, share their experiences and take part in activities in a safe and welcoming environment. The groups include courses to help people manage their mental health, like Six Weeks of Wellness, and wellbeing activities like tribal drumming. This year, there were **3,112** attendances and contacts by **402** people at our recovery and wellbeing groups.

The **Hope and Light programme** is here to support people from a wide range of ethnic and cultural backgrounds. In its first year, it focused on building strong foundations by forming relationships and learning about the needs of different communities.

Now, as the programme moves forward, it's entering an exciting new phase. We are working with new partners and connecting with more organisations to make sure the support we offer is easy to access and shaped by the communities using it.

Find out more about our range of services:

mindinbradford.org.uk/support-for-you



Equipping people to recover and sustain improved wellbeing

Services include: Youth in Mind, Know Your Mind, SMI and Physical Health, SMILE, Hearing Voices, Community Companions, Stepping Stones, KidsTime, Personal Health Budget and CORE.

People supported: 6,137

We supported **6,137** people through **27,370** attended contacts. This represented a **14%** increase in the number of people supported and a **43%** increase in attended contacts compared to the previous year. This huge growth is reflected in the launch and development of new services, including:

- Launch of **Personal Health Budgets** and **CORE** services, which have extended access and flexibility in support provision.
- 20% increase in attended support contacts through Youth in Mind (15,131 in 2024/25 in comparison to 12,626 in 2023/24).
- A **28%** increase in children and young people supported by **Know Your Mind**, one of the Youth in Mind services.
- Significant expansion of our **SMI Physical Health Checks and Interventions** service, with a **474%** increase in people reached.

Our trial of Personal Health Budgets has been shared nationally as a great example of how to reduce pressure on hospitals. It has saved an estimated **654** NHS bed days and **£508,000** in costs.

We've also built stronger links with hospital services, working together in new ways across different teams and organisations.

We're now a recognised leader in mental health support for children and young people, especially through new referral pathways with teams working in and around the youth justice system.

Visit our website for information on any of these services:

mindinbradford.org.uk/support-for-you

Amina's story

The power of compassionate, consistent support for young people

The school's Safeguarding Lead made an urgent referral for support due to serious concerns about the welfare of 15-year-old Amina. She was experiencing low mood, anxiety, panic attacks, and suicidal thoughts, alongside a history of self-harming. Her mother had also reached out to the school to seek help.

Given the urgency, Amina was quickly assigned a Community Wellbeing Worker. Weekly oneto-one sessions began at school, offering a safe and consistent space where Amina could speak openly and begin to build trust.

By the second week, Amina felt ready to set personal goals. She wanted to develop healthier ways of managing stress and anxiety, and to explore alternative coping strategies to replace self-harming. These goals became the foundation of her support plan, which also involved close collaboration with school staff, social care, and her family.

Through her sessions, Amina experimented with a range of creative and therapeutic

tools to help express and manage her emotions. These included using wellbeing apps, wearing a rubber band on her wrist, doodling, dancing, and making daily breathing exercises a part of her routine.

By the end of the eight weeks of support, Amina had achieved far more than her initial goals. She had attended every session, formed a trusting relationship with her Community Wellbeing Worker, learned about self-care techniques, developed conflictresolution skills, and no longer required onward referrals.

You made me feel so comfortable on my first session which is not normal for me. People who don't know me just don't understand but you have, right from the beginning. You showed me the app 'Tappy' which I now use all the time and has enabled me to stop self-harming completely. As of a couple of weeks ago, my suicidal thoughts have stopped too. Without you, I would have had nobody.

*Name changed to protect anonymity



Being there for people in crisis

Services include: Safe Spaces and Hospital Buddies

People supported: 3,082

Over the past year, our crisis services supported **3,082** people through **17,505** attended contacts. This is a **3%** increase in contacts per person compared to the previous year. This reflects a shift toward more personalised care, with many individuals receiving multiple sessions instead of one-off support.

Our crisis services provide urgent support for people experiencing mental health distress. This includes **Safe Spaces**, delivered in partnership with **The Cellar Trust**, and **Hospital Buddies**, which supports young people on hospital wards.

Safe Spaces offers a calm, non-clinical environment for people of all ages who need same-day mental health support.

Hospital Buddies provides one-to-one support for young people at Bradford Royal Infirmary and Airedale General Hospital, helping those dealing with anxiety around operations, new diagnoses, mental health admissions, or emotional distress.

We made progress in reaching more people from ethnically and culturally diverse communities. Of the total number of people supported by **Hospital Buddies**, **50%** of people were from these communities. Additionally **Safe Spaces** supported **32%** in the hubs and **38%** through the crisis café offer.

We're changing the way we offer support to make it more flexible and personal. Instead of fixed times and places, we're focusing on one-to-one help that's shaped around what each person needs.

Visit our website for information on any of these services:

mindinbradford.org.uk/support-for-you



Thank you!

We're so grateful to the people, businesses, funders, donors, staff, and volunteers who support the mental health and wellbeing of people in Bradford District and Craven.

Our key funders:









Our charity partners:









Contact us

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Get Social

Follow us @mindinbradford on:



Need to talk?

Guide-Line is our phone and live chat service providing confidential emotional support every day and night from 8am to midnight.

If you need urgent help Guide-Line can refer you to same-day support from Safe Spaces.

Call for telephone support on **08001 884 884** or chat to us online at: mindinbradford.org.uk/chat

Awards and accreditations













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