



For better
mental health



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Mind in Croydon

Annual Report 2008 - 2009

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Chief Executive's Introduction



“We are very proud that the quality of our services has been recognised by a number of national bodies”

Richard Pacitti, Chief Executive

from BME communities

- Producing “In the Same Boat” a short film about our sailing project
- Graduates of the Boxercise Project undertaking NVQ training to become gym instructors
- Completing our DVD and Teaching Pack on mental health for young people
- Developing a men’s group
- Expanding our soft furnishings project
- Raising our highest amount ever in weekly unclaimed Welfare Benefits - £624,563

Next year more developments are planned. These include:

- Launching our new training resource for young people
- Developing a Social Networking Service
- Developing our Active Lifestyle Buddying Service
- Delivering a new Independent Mental Health Advocacy (IMHA) Service
- Launching anxiety management and anger management groups as part of our counselling service
- The development/refurbishment of Enterprise House

Welcome to the annual report of Mind in Croydon. This document serves two related purposes. The first is to provide certain technical information required by the Statement of Recommended Practice (SORP) for charities. The second is to provide an overview of our year’s work to as broad an audience as possible. We hope you find the report useful and interesting.

This has been a year where the quality of our work has been recognised by a number of national bodies. As a local charity with limited resources we are very proud that we have been recognised as continuing to meet the prestigious Investors in People Standard, were highly commended at the National Charity Awards and won Third Sector Excellence Award for Employee Innovation.

As always this has been a year when we have seen development and innovation within the services we provide. This year’s achievements include:

- Launching our film “Unspoken” at the British Film Institute
- Holding a Festival of Short Documentaries made by our documentary film group based at the Fairfield Club on World Mental Health Day
- Launching the Mind in Croydon You Tube channel Mind TV
- Winning a tender to develop an Active Lifestyle Buddying Service
- Launching our Active Minds project funded by the City Bridge Trust, the Big Lottery and Comic Relief
- Fairfield Club members organising a trip to Jamaica
- Successfully enabling and supporting volunteer counsellors to gain Diplomas in counselling
- Being highly commended at the Charity Awards
- Winning the Third Sector Excellence Award for Employee Innovation
- Securing funding to research the uptake of our counselling service

Chairman's Summary



“Our main objective is to improve opportunities and outcomes for people with mental health problems by challenging attitudes and eliminating barriers to social inclusion.”

Peter Beckett, Chairman

Mind in Croydon continues to make a significant contribution to the local services for people with mental health problems. The range and diversity of services delivered continue to expand thanks to the drive and resourcefulness of our management, staff and volunteers plus the ongoing support from our main funders, The London Borough of Croydon and Croydon Primary Care Trust.

Fairfield House is an informal social club offering a seven day a week service. It continues to provide an ever widening range of services to support our members in developing their social networks. Our range of support services include a Documentary Film Group, which this year ran a successful festival of short films at the David Lean Cinema on World Mental Health Day. There is also a women's group, a men's group, a young persons group, a craft group, a reading and graphics group and a reminiscence group. The club also provides the opportunity to have a holiday or a day out, an internet service and a wide selection of meals and snacks. During the year 151 new members have joined the Club resulting in a current membership in excess of 600 persons.

The **Outreach Service** continues to be extremely busy providing a broad

range of support services including home visits, crisis management, housing, advocacy, benefits and support to attend appointments. The outreach team also does everything it can to promote good health and wellbeing among all our clients.

The **Social Inclusion and Employment Service** aims to provide support and advice for individuals wishing to access the world of work, education and leisure. Our main objective is to improve opportunities and outcomes significantly for people with mental health problems by challenging attitudes and eliminating barriers to employment and social participation. Our retail experience at Enterprise House has made many changes this year to improve the efficiency of the service and encourage the personal development of service users. Members are actively involved in all

tasks involving sorting donations, dealing with the public, pricing, till work and window dressing. Regular performance reviews of all users are regularly carried out to identify training needs and improve their vocational skills.

The **Allotment Project** continues to be very successful and demand for the service continues to grow. In order to meet the higher demand Croydon Council have now given us access to an area of land in Park Hill, Central Croydon in addition to our large plot in South Croydon.

At **Orchard House** we continue to offer training in customer service, reception and other office related tasks enabling people to gain the organizational, assertiveness and inter personal skills required to access open employment.

Active Minds, our new Social Inclusion and Healthy Living service, based at Orchard House has had a busy and successful first year of full operation. The Boxercise project run with the help and support of Duke Mackenzie continues to be a big success with more courses planned for this year. During the year we supported 4 Boxercise graduates to train as Fitness Instructors and obtain their YMCA level 2 Fitness Instructor Qualifications with CALAT (Croydon Adult Learning and Training).

Active Minds are also running a range of courses on a regular basis including badminton courses, dancing classes and gym sessions. In addition we are running a "healthy eating and social group" with Age Concern for people aged 55 and over.

Our **Furniture Service** at Orchard House continues to provide a vital service for people with mental health problems moving back into the community. The service continues to help all people referred and this year performed 152 deliveries.

The service also undertook 487 viewings and collections. This service also incorporates service users from Enterprise House in the collection and delivery works. The Soft Furnishing service is now fully operational for both clients and the general public. Most learners have wished to improve their personal skills and make items for their homes.

The **Information Service** continues to be a widely used facility. During the year it has handled nearly 1000 calls, received 667,000 hits on its website and sent out over 600 leaflets. The service quality has been improved in a number of ways this year including: new website software enabling us to update information in house; a new "Guide to Services" brochure and a new system of e-mail updating of information in our online "Guide to Mental Health".

The **Counselling Service** Continues to offer a safe and confidential service for people to talk through their problems. We have maintained a high level of service this year, providing 298 people with 2065 counselling sessions. There has been a significant increase in demand for our service this year, with over 400 people requesting counselling - nearly double the previous year's level.

Our **Welfare Benefits Advice** team continues to be a very busy and successful operation. This year 262 clients were helped and we raised £884,350 during the year for our clients. It is worrying to note that an increasing number of our vulnerable clients are being accused of benefit fraud and this is beginning to become a significant part of our workload.

The **Professional Advocacy Service** supports people both in hospital and the community who need help clarifying their options and presenting their views to mental

health and other professionals. This continues to be a heavily over subscribed service. We started the year with 62 cases in progress and closed with 94 cases in progress and the majority of cases have more than one issue to be resolved. Housing and Child Protection are significant areas that our advocates have to deal with. From 1 April 2009 an "Independent Mental Health Advocate" is a new right introduced by the Mental Health Act 2007. This will result in a significant increase in Advocacy work within the mental health community which existing financial resources do not cover.

Educating people on mental health issues continues to be a major area of activity. This can range from a half hour talk to a days training on mental health issues. Our films on mental health issues continue to be popular and well received. This year we provided 272 copies which generated £7,592 income for the charity. We also launched our film about sex, relationships and mental health.

Once again Mind in Croydon's continuing success story is primarily due to the dedication and hard work of the management team, staff and volunteers. In this context my fellow directors and I would like to thank our Chief Executive Richard Pacitti, his first class and dedicated team of managers, staff and volunteers who all give generously of their time.



Pictures from top to bottom:
Aisling Kelly, Lisa Wheble and Naomi James after completing the Great North Run
Norah Croft at Mind in Croydon's 40th Birthday
Members on one of our sailing trip
Members in Jamaica

Fairfield House

Fairfield House provides a unique service to people with mental health problems in the Borough of Croydon. Open seven days a week, it is a community resource providing a safe place to go for people with mental health problems and a venue for community groups. It is a social club where people can come, meet and obtain support and advice from staff, volunteers and each other. The club also provides a wide selection of meals and snacks.

This is our first full year in our extended and refurbished building. We provided 362 club days, including Christmas and New Year's day, our membership exceeded 600 with more than 200 people who regularly attended more than 3 times a week. During the year 151 new members joined the Club.

We have a range of groups to enhance our service and to support our members in developing their social networks. The documentary group went from strength to strength and in October they had a festival of short documentaries for world mental health day at the David Lean Cinema in Croydon. This was well attended by service users and the general public. The women's group is proving to be a force to reckon with; however the men's group, facilitated by one of our members, is hot on their heels. The younger members are developing their group and have gone from just a few to over 15 attendees. The craft group raised money which was sent to World Vision and used to purchase chickens, goats and footballs for children in Malawi, Sri

Lanka and Zimbabwe. Other groups such as the reminiscence, reading and graphics, continue to prove a hit with the members. The funding for the parenting group came to an end and although we do not meet on a regular basis, we continue to support the parents and children through our outreach service.

In May eight members and two staff went on a holiday of a lifetime to Jamaica. The members saved regularly for four years and some help was given to them from Family Welfare Association funds. For some members this was the first time they had ever had a holiday abroad and meant that people had to get a passport for the first time. The holiday proved to be a big success both in terms of members getting to know their heritage and developing their confidence, self-esteem and skills. The group toured the island, visited local markets, and went sightseeing at places such as the Bob Marley Museum and Dunn's River Falls. They met with local people and had the opportunity to experience the daily lives of Jamaicans living in the countryside. Other holidays

during the year were a trip to Wales and a long weekend in Eastbourne. Underlying all this success and innovation was the stress and anxiety that many members experienced because of proposed changes to day services in Croydon. These proposals offer opportunities to some, but the lack of certainty that planning such changes brings about is very unsettling for people who rely on the Club as the lifeline that maintains their recovery and offers immediate help and response when they face difficulties. The members took every opportunity to let the Primary Care Trust and Local Council know what their views and concerns were. As a result, our statutory colleagues adjusted their plans. They have asked Mind to be involved in reviewing all the Club members to ensure that their needs will not be overlooked in the new configuration of services and have promised that any needs that are flagged up as a result of this process will not be ignored.

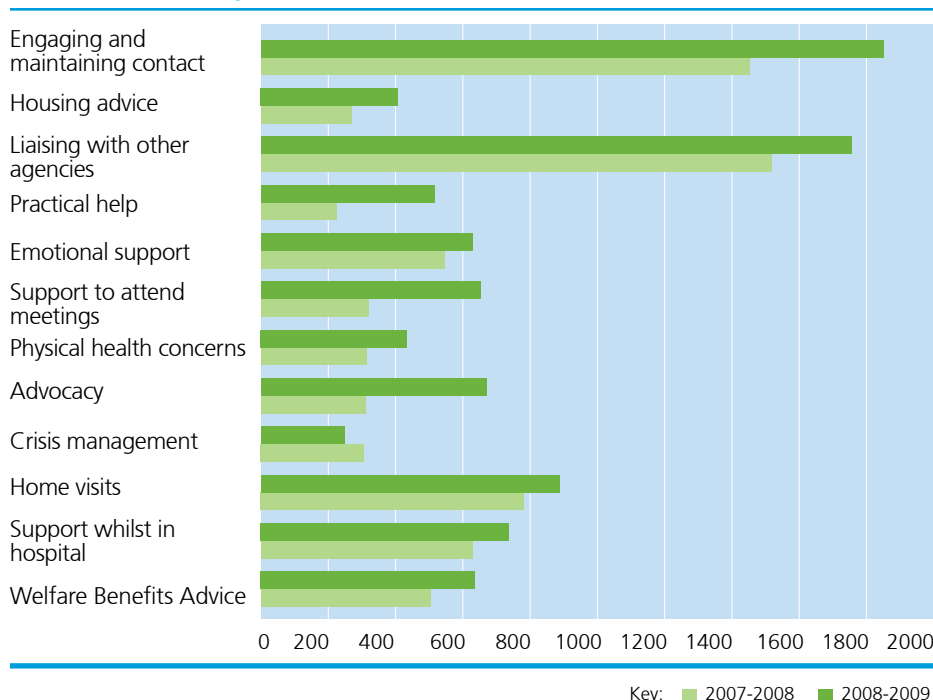


Outreach

The outreach service is busier than ever. We continue to provide a broad range of service to our members. This year we noticed an increase in the time we spend liaising with other agencies, some of this relates directly with the Service Users' Individual Review of Needs and also providing advocacy for our members when they have been discharged from Community Mental Health Teams.

The service provides a lifeline for the members, especially if they have no family to call on or any Mental Health professional working with them. Through our outreach service we have been promoting good health and wellbeing and we have a range of groups where members actively participate in activities within the community.

Outreach Activity



Comments

“ I find the women's group so relaxing, the staff are very good to us. If we come in a mood, by the time the group is finished, we go away happy. We've learned to cook different dishes including curry and rice, do baking and visit lots of charity shops. On one of our outings we went to Carshalton to see the ducks, we've also visited Richmond Park, Brighton, Croydon library and clock tower. We do a lot of activities which we all enjoy. We do look forward to Monday mornings and hope the group will continue after the changes. (SM, Women's Group) ”

“ We the men's group like to go to places like Reilly's in Croydon to play pool or snooker on full size tables which are 12 foot long and six foot wide, because it is a challenging thinking game. We also go to the driving range at the Arena; this is good for coordination and balance. At the Fairfield we have the chance to meet up and organise various activities, we are looking forward to playing darts and joining the green bowling club in Purley. At the club there is a relaxing atmosphere and it is nice in good weather to sit in the garden and soak up the sun. The art group is a very interesting, the time we are at the club passes very quickly. (KT, Men's Group) ”

“ For 4 years we saved and finally the time had come for our holiday. On 11th May 2008, 10 members of the Fairfield club and 2 staff flew from Gatwick airport to Montego-bay in Jamaica, for 2 weeks all inclusive holiday... 'I did my first scuba dive down to 40 feet and held a puffa fish in my hands'...The Jamaican people were warm, friendly and very welcoming. If Jamaica was nearer to England, I would visit every year. If paradise existed on earth, it would be Jamaica. (JS) ”



Pictures from left to right:
Members in Fairfield Club's garden
A trip to Dunoon, Scotland
Members in Jamaica
The documentary film group

Social Inclusion and Employment Service: Enterprise House and Orchard House

The Employment & Social Inclusion Service aims to provide support and advice for individuals wishing to access the world of work, education and leisure. Our main objective is to significantly improve opportunities and outcomes for people with mental health problems by challenging attitudes and eliminating barriers to employment and social participation.

The Employment & Social Inclusion services have been working closely together in order to meet the needs of individual clients. The services available include physical and social activity, supported and unsupported voluntary work, training and support to access open employment.

Comments

“ I was recommended to Mind following an interview at the Job Centre Plus. At that stage I was not long out of hospital and I was suffering from depression and severe panic attacks and very low confidence. Having always worked, except for a period raising a family, I could not envisage ever doing so again. The atmosphere and people at Orchard House changed this and gave me the chance to start believing in myself again. Having a routine to my week, helping with administrative tasks and the social interaction has given me focus. It has been good to work among people who genuinely care about others and to whom I can honestly say if I'm having a bad day ”

“ I think the shop task assessments are a very good idea and it was not as bad as I thought it was going to be. Having the staff watching you was not that intense and they were at ease with you throughout the assessment ”

Employment and Recovery Service

In April 2008 we received funding from Croydon PCT (Primary Care Trust) to offer a support and advisory service to mental health service users who are seeking to access work, further education and training. Anja Bjorlo was appointed as our Employment & Recovery Worker and has been creating links with the various vocational services and employment agencies within the borough in order to meet the needs of individual clients. People who have suffered a mental health problem often have problems with low self esteem and confidence and underestimate their chances of finding meaningful work, both paid and voluntary. The service empowers clients and shows them the many opportunities that are available.

Enterprise House

During the year many changes have been made at Enterprise House to improve the efficiency of the service and to encourage the personal development and outcomes of the service users. It was agreed that Enterprise House would become a 'user led' service in which members are now actively involved in all aspects of managing the shop, from opening the premises to cashing up at the end of the day. In addition to the 3 monthly reviews, staff now carry out a performance review on a monthly basis to monitor the progress of each client and to identify any training needs. The new reviews have so far proved successful, in that they ensure consistency within the service and encourage members to further improve their vocational skills.



Active Minds

In April 2008 we saw the launch of Active Minds our new Social Inclusion and Healthy Living service based at Orchard House.

This service is funded by the City Bridge Trust, the Big Lottery and Comic Relief via the "time to change" initiative. During the first year Chloe Gay (Healthy Living Coordinator) and Dora Crook (Social Inclusion Coordinator) have both been successful in securing additional funds to run various activities and workshops.

With funding provided by London Winter of Sport we ran two 5 week badminton coaching courses at South Croydon Sports Club, which were very well received. As a result of this we plan to set up badminton sessions in partnership with Thornton Heath Leisure Centre. We held a Love2 Bollywood dance workshop at the Fairfield Club, which was an opportunity for women to get together and exercise whilst having fun!

A 10 week boxercise course was held at Duke McKenzie's boxing gym in West Croydon. Two more courses are due to run over the summer 2009. We supported 4 boxercise graduates to train as Fitness Instructors and obtain their YMCA Level 2 Fitness Instructor Qualifications with CALAT.

Active Minds has been working in partnership with Age Concern Croydon to run a healthy eating and social group for people aged over 55. So that further groups can be offered to all members, Chloe and Dora have received an Open College Network Cookery Leader qualification, which will enable them to lead Cook and Taste courses.

As part of Get Moving Week in October we held two events which aimed to promote physical activity and break down barriers between people with and without experiences

of mental health problems. These were a historical two mile walk around Croydon and a ballroom dance workshop at the Fairfield Club.

A partnership has been developed with Active Lifestyles (Croydon Council) and Chloe is now working with the Exercise on Referral Team, offering sessions in each of the gyms in Croydon (Thornton Heath, Purley, New Addington, South Norwood) to support people to take part and complete the 12 session scheme, and encourage them to maintain these lifestyle changes. Active Minds worked with Changing Minds to run mental health awareness sessions for all Fusion (leisure centres) and Active Lifestyles staff across Croydon.

We successfully tendered for funding from Croydon PCT (Primary Care Trust) to develop a buddying service whereby "buddies" are partnered with individuals to enable them to access and maintain contact with physical activities in order to improve health outcomes, improve well being and reduce social isolation.

We continue to do one to one work with clients wishing to widen their social activities, get involved in the local community and achieve healthier lifestyles.

Allotment

The Allotment is in its second year and demand for the service has continued to grow. In order to meet the needs of the service users and further develop the service, Active Minds approached Croydon Council who have shown their support by giving service users access to an area of land in Park Hill, Central Croydon. Members of the allotment are taking a lead in designing, planning and

maintaining the site. The project has been named Growing Minds and will be themed to attract local wildlife.

The Employment & Social Inclusion services are currently working with other care services to encourage volunteering opportunities for its members. The British Home (Caring for the severely disabled) based at Crown Point, Streatham, have been raising funds to create a sensory garden for its residents and have approached Mind in Croydon for volunteers with horticultural experience. Sunrise has also asked for our support to help maintain the gardens at the care home based in Purley. Following a visit to both homes, three members have offered their support and have applied to become volunteers.

GB has been a member of Plot 26 for a year and has started going to the gym again with the support of the community engagement worker and gave her feed back of the service.

"I have already told several of my friends about it...I think the project is a very good way of creating new interest, also greatly helps socialising and mixing with people who understand your problems."
(GB)



Sailing Project

This was the 5th year of our sailing project, and the project can now be safely said to be an established part of the Mind in Croydon portfolio. This is due to the initiative, commitment and hard work of Adrian Clark, one of our Welfare Benefits Advisors, whose idea the project is.

We have gradually grown from one trip with two clients to three trips a year with potentially 21 places. Of the available places in 2008/9 we filled 20 with 16 different people taking part.

Two clients, Jenny and Spencer, plus two staff, Naomi and Aisling were awarded Competent Crew certificates, an achievement for which they should be congratulated as this is an internationally recognized qualification. In addition to those who have gained qualifications everybody who has taken part should feel proud of their achievement. Many people who have no contact with mental health services would consider these trips too challenging.

For either two or five days everyone lives on board the yacht, with almost no privacy, and with almost all tasks needing team work, from cooking and cleaning, to all the sailing manoeuvres. With support from our volunteer helpers, everybody gets a chance to do everything on board, including steering a yacht which is longer and heavier than an articulated lorry, hoisting sails, and handling mooring ropes, plus the more mundane jobs of cleaning toilets and peeling potatoes.

The volunteers take full responsibility for safety, so that everybody can have a go at all aspects of sailing the boat in the knowledge that they cannot cause a disaster. We do of course also find time to go ashore, to explore, to

check out the local pubs and cafés, or buy souvenirs. For people who rarely leave Croydon, and can always retreat behind the front door of their flats this is quite something.

We hope that Mind in Croydon staff, who go with the main object of supporting clients also gain themselves, both from the personal achievement and also by seeing clients in a different setting.

In our daily work we almost always see clients with difficulties that they are unable to manage, and that we can hopefully help with. On the sailing trips clients often have more knowledge than the staff, plus other skills that may have been unused for some time, or that we have been unaware of, become obvious. For instance, cooking for large numbers, or a natural ability to steer and feel when the boat is sailing well.

We are indebted to the volunteers from the Rona Sailing Project who give up their time to help us, to keep everybody safe, and teach all the new skills involved with managing a big yacht.



Left to right: Jenny Scorer receiving her competent crew certificate and Jenny steering the Donald Searle away from the harbour

Furniture and Soft Furnishings Service

The Furniture Service co-ordinates the collection and delivery of quality donated furniture and household equipment within the Croydon area. This is a free service that utilises the items to furnish the empty accommodation provided to clients with mental health problems. We aim to alleviate some of the worry following their transition back into the community from places such as bed and breakfast and supported housing. In turn we hope this helps the client to maintain the level of rehabilitation they have achieved and leaves them quality time to concentrate on leading a fuller life.

Furniture Service

The Furniture Service has made a total of 152 deliveries this year. A few weeks after the delivery we contact the client either by phone or letter to see how they are coping in their new home. We also ask if they have been satisfied with the service. The response has always been positive, both from the clients and their families. We work closely with the Enterprise House project by sharing the van. Our drivers Dennis and Martin involve clients from Enterprise House in the collection and delivery work. This helps people to regain their confidence by working with the public. Our viewings and collections this year went up from 400 to 487.

Volunteer Sam Neave continues to help Pam Dickens, service co-ordinator with the administration of the service on a weekly basis. Other administrative support comes from Enterprise House via Beverley Johnston and when available, Jill, who is shared with the reception training for Orchard House.

Referrals have been made from resource centres, residential homes, hospital and several projects within Mind in Croydon. The above sources of referral are also reflected in the applications made for learners to attend the Soft Furnishing training.

Soft Furnishings

Following last year's launch several of our mental health service users have started training in the soft furnishing service. Most learners attending have required a basic, flexible learning programme. Their

reasons for attending have mainly been to improve their personal skills and to make items for their homes. It has also been rewarding that one of the learners has a secondary skill in knitting and has shared her expertise with others. This member went with Pam to the Knitting and Stitching Show this year where Pam approached the sewing machine company, Janome's, stand. After showing her the presentation folder of work from the Soft Furnishings Service, Janome donated an overlocker sewing machine.

There have been two members of the public paying for both tuition and use of our soft furnishing room to make their curtains. As mentioned in last year's report the aim was to achieve a diversity of learners. This has been successful with both public and members interacting.

Attempts to commence Saturday courses in curtain making were not so successful. As an alternative to the Saturday classes, we are now considering extending our opening hours to offer evening soft furnishing courses. At the present time these will be recreational rather than certified classes.



Information Service

Our information service covers a telephone information line, the Guide to Mental Health Services which exists in an online and a printed format, a website as well as numerous leaflets and brochures about our work. The information service handled nearly 1,000 calls this year, received 666,950 hits on its website and sent out over 600 leaflets.

This service is an integral part of achieving our aims. For example, the Guide to Mental Health Services helps to educate people by covering items from 'What is the Mental Health Act?' to giving information about ethnic minority voluntary organisations. Anecdotal evidence suggests that most of our callers are based in Croydon whereas we know our website receives hits from those worldwide as many of the orders from abroad for our educational DVDs mention having seen details on our website.

One of our aims is to focus on quality and for this year's report on the information service we have chosen to highlight the many ways we have improved our information provision. These include:

- New website software allowing us to update our website in-house. Plans have been made, for example, to design and include information in our website about the conference centre based at our Employment and Social Inclusion Service
- The completion of a new brochure called "Guide to Services" which includes all our new services together with referral criteria which was not included in our old leaflet.
- The introduction of a new facility which links information in our Guide to Mental Health Services directly to online information by other providers. This will enable instant and constant updating of information in our online Guide.
- A new system of e-mail updating has been instituted to allow swift and accurate updates to the Guide to Mental Health Services
- Re-designing our newsletter to bring it up-to-date including more graphics and more user-led items

We continue to handle some queries by e-mail which we aim to answer within 24 hours. These give a useful snapshot of the type of queries our information service handles. They include a sister asking for advice for her brother with schizophrenia who had experienced a period of wellness but who was displaying signs of becoming unwell and drinking excessively. In common with many such e-mails the writer started by saying, "I would really appreciate your advice as I don't know what to do." We suggested a number of

solutions, encouraging the writer to refer her brother to our helpline, to our counselling service and suggesting that she try and persuade him to contact his own doctor. In addition we gave her details for Al-Anon, the organisation which helps the relatives of those with issues surrounding alcohol. After a number of e-mails had been exchanged, the writer responded by saying, 'Thank you so much for your advice' and had found a way forward in tackling her problem.



We would like to thank our very faithful volunteers, Edna and Cheryl as well as our staff, Pam, Ann and Annie for the friendly and efficient way they have staffed our Information Service, ensuring that all callers have the opportunity to have their problem dealt with quickly.



During the last year we helped to organise a series of workshops in central Croydon on parenting; attended a volunteering event at the Fairfield Halls and gave talks to local bodies such as Coulsdon College, the Samaritans, and the Horley Active Retirement Group as well as offering one of our volunteer counsellors with expertise in youth work to give a talk to a college in Reigate. Furthermore these talks, which often raise contributions as well as awareness, help with our other aim of raising funds to continue our work.

Counselling Service

The Counselling Service provides a prompt and efficient service to clients who are experiencing a range of difficulties. It offers a safe and confidential space for people to talk through their problems. There are a variety of ways for this to occur. We provide one to one sessions for up to 20 weeks, or for those in crisis a quick response, with a follow-up telephone call or offer of an assessment appointment.

We have been maintaining the high levels and standards of the services this year. We have provided 298 people with 2065 counselling sessions. 746 people have requested information about the counselling service, and, of these, 411 have applied for counselling, nearly doubling the figure from last year. With such an increase in demand our waiting list has inevitably grown. This is regularly reviewed and action taken to make improvements. At present the wait for an assessment is between 2 – 6 weeks and for ongoing counselling it can be 6 – 15 weeks, dependant on the client's availability. The demands on peoples' lives mean we are finding clients are less able to be flexible about the times they can attend sessions and therefore their wait is longer. The rising trend in referrals and signposting by other agencies to our

service is regularly discussed with the Primary Care Trust so that we can develop solutions to our growing waiting list and current levels of funding.

The chart below shows the range of issues we deal with. We are pleased to be able to report that from April 2009 the plan to offer an anxiety management group will come to fruition.

We have seen trainees and volunteers come and go, which is exciting and rewarding when they finish their courses/training and qualify, but can also be frustrating, as it means we have to start the process of recruiting and interviewing again. However, we are still in the enviable position where some of the volunteers and trainees stay with us for many years,

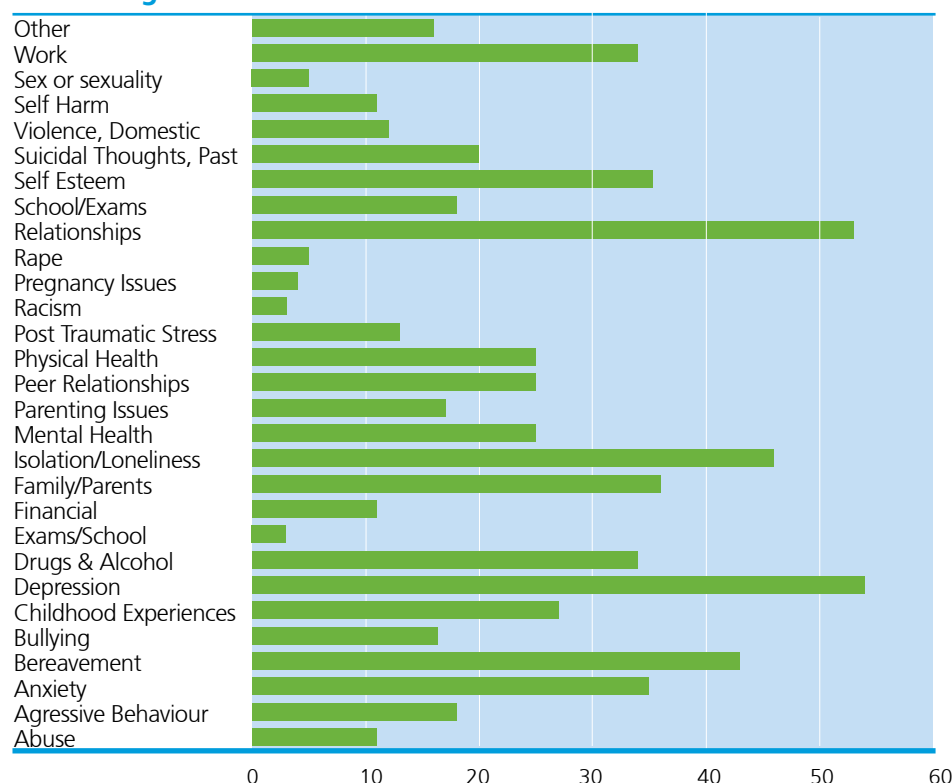
therefore offering a high standard of expertise and continuity. The salaried counsellors/psychotherapists and the service manager continue to provide the assessments, supervision and continuing professional development to the team, and also maintain their own high standards of continued learning.

This year has seen a greater emphasis on data collection, with a more comprehensive evaluation form, and reviews of these to understand any areas for improvement within the service. We were awarded some funding for the LMA fund at National Mind to research why people from BME communities are more likely to seek out support from us than other agencies. This research will be collated in September and a report published.

The Counselling Services Manager, Janet Hughes, has attended National Mind and other meetings regarding IAPT (Improving Access to Psychological Therapies) to ascertain if Mind in Croydon may be able, in partnership with other agencies, to deliver services in accordance with the NICE guidelines, with funding coming from the Government.

Networking and relationship building with other agencies and services, both in the statutory and voluntary sectors, has continued with regular meetings taking place. A better understanding of the gaps in services within the borough is developing and discussions with the Primary Care Trust are continuing.

Presenting Issues



Welfare Benefits Advice

The immediate purpose of the Welfare Benefits Advice Service is to secure additional entitled income for clients, which in turn enables them to participate more fully in the life of the community. It does this with considerable success and we believe the effects are therapeutic for clients and supportive for families and carers. Since the service began in 1995 it has raised in excess of 31 million pounds in previously unclaimed benefits.

We helped a total of 262 clients this year, compared with 256 in 2007-2008. Of these 138 were carried forward from last year and 124 were referred during the year. 124 cases were closed during the year (up from 118) and 138 have been carried forward to 2009-10. This year we raised £884,359 for our clients.

Our referrals come from a wide variety of sources. For the first time the majority did not come from the Community Mental Health Teams, though this probably largely reflects restructuring and the creation of more specialist teams rather than any real change in the client group. We still get a lot of self-referrals. These are mostly former clients, and it is a somewhat disturbing observation that in many cases they were originally referred by mental health services but have since had their cases there closed, often without any clear sign of their condition having improved.

This year we represented 45 clients at Tribunals. This is a lower figure than usual, mainly because the introduction of an 'alternative dispute resolution' procedure by the Tribunal Service led to many more decisions being changed in our clients' favour without the need to go before a Tribunal. Of these 45, 41 were wholly successful, 1 was unsuccessful and 2 have been adjourned.

This year saw a major change in the Welfare Benefits system with the introduction of 'Employment and Support Allowance', a benefit which

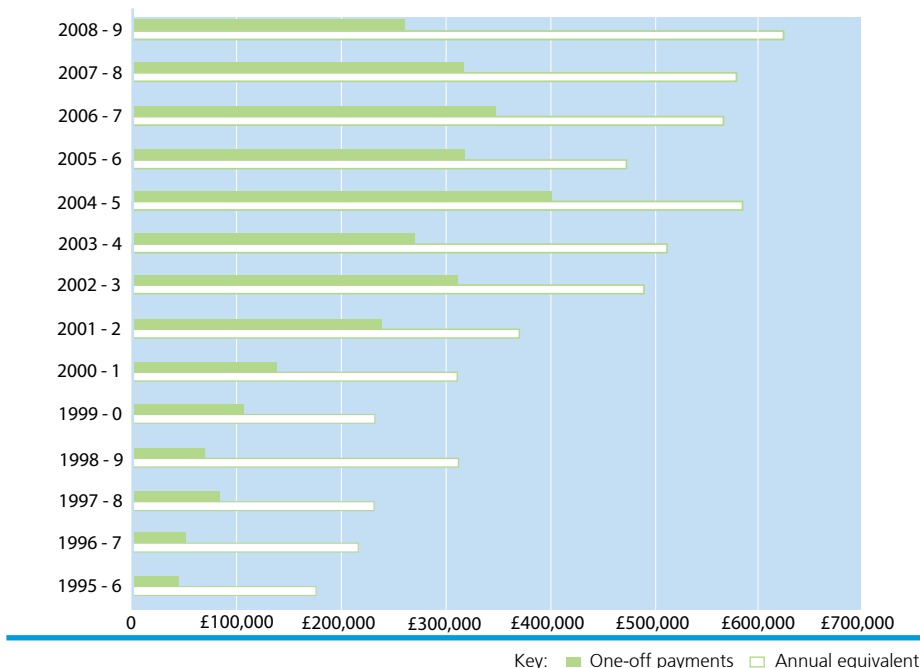
is intended to replace Incapacity Benefit and Income Support as the main support for people incapable of work on health grounds. The Government is quite explicit in saying that the intention is to cut the number of people getting benefits for incapacity by a million. The likely result is increased conflict, with sick and disabled people having to struggle harder than ever before to get the incomes they need. It seems to be the Government's view that this sort of pressure is therapeutic for people with mental health problems but our experience suggests the exact opposite.

Numbers of cases of alleged 'benefit fraud' continue to increase and this is now a quite significant part of our work. None of them

bear any resemblance to the sensational cases which crop up in newspaper or television reports. All in our experience involve mentally vulnerable people who have become confused by the complex rules about benefits or who are simply unable to cope with correspondence or financial management. In many cases there has been no overpayment of benefit at all, though proving this does not seem to be enough to stop a 'fraud' investigation once it has started.

Clients are increasingly pressed to accept 'cautions' or 'administrative penalties' as alternatives to prosecution and if they would find it hard to cope with a Court case they may find this very tempting, however slight the chances of them actually being convicted. The Government is now proposing in the Welfare Reform Bill to impose benefit sanctions on people in this position. We can expect to see our clients and other vulnerable people being criminalised and penalised without ever having been before a Court. It is quite hard to see why anyone should regard this as a worthwhile objective.

Benefits raised and maintained



Advocacy Services

We provide a professional advocacy service which supports people in hospital and in the community who need help clarifying their options and presenting their views to mental health (and other) professionals.

We started the year with 60 open cases and during it we opened 62 new cases and closed 28, leaving us with 94 at the end. The total number of issues raised by the new cases was 86; again showing that many people come to us with more than one problem. Our statistics in fact understate this fact in that they do not record new issues which arise after the case has been opened. We should be able to improve our reporting in future years to show this more clearly.

At the end of the year we did a small evaluation survey to find out what clients of the general advocacy service thought of it. A number of questions were asked about specific aspects of the service but there was a very clear overall pattern to the responses, in that the great majority of respondents were very satisfied with all aspects of the service.

Housing continues to be a major area of concern for the service and illustrates the fact that, whatever the rhetoric, pressures on people with mental health problems are increasing in many areas. Concepts such as 'anti-social behaviour' can be used to stigmatise and even penalise people while denying them the normal protections of the criminal law. Expressions such as 'zero tolerance' may sound good in the abstract but in reality they open the way to persecution of people whose behaviour may seem a bit odd but which is in no way criminal or dangerous.

This illustrates a general paradox in Governmental, and public, attitudes to mental health. On the one hand it is clearly right to pursue goals such as 'normalisation' and 'social inclusion' and not to

assume that because someone has a mental health problem they can never achieve anything or lead a normal life. The problem with high expectations and ambitious goals comes however when people who lag behind are blamed for their failure and end up more isolated and excluded than they were before.

The funding for our Parenting Advocacy Service comes to an end in June 2009. By this time we will have completed our evaluation report with the King's Fund and we believe that this will demonstrate the great value of the service and the real need for it in Croydon and elsewhere in the country. We think it fills a major and crucial gap in current approaches to child protection. In future however it will have to be provided as part of the general advocacy service and our ability to do this will depend on our ability to get the resources we need. We hope to be able to continue our work with parents locally and also to promulgate our results nationally but this will have to fit in among other priorities.

Independent Mental Health Advocacy (IMHA) is a new right introduced by the Mental Health Act 2007. From 1st April 2009 everyone subject to compulsory treatment in hospital or in the community, and certain other groups, will have a legal right to advocacy if they want it and advocates will have additional powers to help them do the job. We have been clear that we are prepared to take on this work, both for Croydon residents and for people detained in the national units at the Bethlem, if we are given the resources we need. The effects of IMHA are hard to predict but it is likely that one of the most crucial changes will be the ability of patients

to access their records relatively easily and to go through them with their advocates. We would expect that in the short term this might lead to a number of disputes and complaints but in the longer term to an overall improvement in standards of record-keeping.



Education

Throughout the year we have continued to provide speakers to a wide range of agencies who are interested in finding out more about mental health issues.

This can range from a half-hour talk about our work through to a day's training on specific mental health issues. Active Minds worked with Changing Minds to run mental health awareness sessions for all Fusion (leisure centres) and Active Lifestyles staff across Croydon. Our films on mental health issues continue to be popular and well received. This year we provided 272 copies to a very wide range of audiences which generated £7,592 of income for the charity. During this year we launched our film about sex, relationships and mental health, "Unspoken". A particular development this year has been in working with schools and colleges as they focus more on the well-being of their pupils. We worked with three local schools to develop our DVD and Training Pack about mental health issues for young people. The pack took our film "Finding the Edge" as its starting point and the new DVD package includes the original film and a range of new materials, including new video resources developed in conjunction with young people and a comprehensive training pack designed to allow teachers and professionals working with young people to explore issues around mental health. This will be launched next year.

“ I am delighted that we have been able to support Mind in Croydon over the years in the numerous activities on which they have been working. When selecting groups to fund, we are looking for work which enables and empowers disadvantaged Londoners; has the potential to influence and promote change; is challenging and risky; shares best practice; and is undertaken by people with the relevant skills and experience. Mind in Croydon has clearly demonstrated, through the projects that we have funded, that it has these qualities. ”

Mubin Haq - Director of Policy & Grants, City Parochial Foundation

Campaigns and Lobbying

As always, we have been active in both lobbying and campaigning about matters that are of concern to us.

A particular issue we have dealing with locally this year is that of interviewing mentally vulnerable people under caution without that person having the protection of an 'appropriate adult'. The right to an appropriate adult was introduced under the Police and Criminal Evidence Act (PACE) and in our experience the police are well aware of this right and observe its use. However, other agencies who have now been given powers to interview people under caution in relation to alleged benefit fraud, do not always observe the PACE rules about appropriate adults. We have had experience of situations where vulnerable people who have been interviewed in this way have agreed to things that were in fact not true.

We are taking an active approach to this issue, with several elements.

We pursue individual complaints vigorously and in the course of the year have taken cases to both the Local Government and Legal Services Ombudsmen. We have also engaged in discussions with both JobCentre Plus and Croydon Council about ways of improving procedures.

What is really needed however is a change in attitude. Authorities responsible for investigating and prosecuting see the process as an adversarial one in which they accuse people of things and it is up to them to defend themselves. In our view this is the wrong approach for public bodies dealing with mentally vulnerable people. The objective should be not to 'get a result' but to get the right result.

Mind in Croydon is very pleased to be part of Time to Change, England's

most ambitious programme to end discrimination faced by people who experience mental health problems. The project aims to inspire people to work together to end the discrimination surrounding mental health. Time to Change is a programme of 35 projects led by Mental Health Media, Mind, and Rethink. It is funded with £16m from the Big Lottery Fund and £2m from Comic Relief, and evaluated by the Institute of Psychiatry at King's College, London. The programme is backed by international evidence on what works, and has at its heart people with direct experience of mental health problems. We use Time to Change funds to support our Active Minds work.

time to change
let's end mental health discrimination



Left: A display of our DVDs which educate, raise awareness and generate income.

Right: Rory O'Kelly receiving a cheque from the London Borough of Croydon's Revenue and Benefits Department

Raising Funds

We are extremely fortunate to have developed excellent working relationships with our local statutory funders, and, without the income provided via agreements with the London Borough of Croydon and Croydon Primary Care Trust, the services we provide would be drastically reduced.

However, the trustees have decided that it is prudent for us to not be wholly reliant on the London Borough of Croydon and Croydon Primary Care Trust for our funding. This year we were able to undertake a whole range of work as a result of successful fundraising elsewhere.

- A Big Lottery Grant (£230,340) meant we were able to extend and refurbish the Fairfield Club.

- A grant from the Kings Fund Partners for Health in London programme (£142,148) means we can provide our Parenting Advocacy Service.

- Grants from the City Parochial Foundation (£18,500) and Local Mind Association Fund (£4,900) allowed us to complete our film about sex, relationships and mental health.

- A three year grant (£122,000) from the City Bridge Trust enabled us to continue our project to help people access mainstream arts and leisure services.

- A four year grant (£224,228) from Moving People (The Big Lottery and Comic Relief) meant we could launch a Healthy Lifestyles project.

- A grant from Croydon Primary Care Trust's Health Inequalities Fund (£6,000) meant we could continue our Mental Health Boxcercise Project.

- A grant from Croydon Primary Care Trust (£15,000) enabled us to produce a training resource for young people around mental health issues.

- Funding from Croydon PCT (£35,000) will enable us to pilot an Active Lifestyles Buddying Service next year.

- A grant (£4,916) from the Local Mind Association Fund will enable us to research the uptake of counselling services from BME communities.

- A Community Care Grant (£2,500) from the London Borough of Croydon enabled us to undertake more film work at the Fairfield Club.

- A grant of £645 from the London Development Agency enabled our Active Minds Project to run a badminton tournament.

- A grant of £3,000 from Croydon Enterprise, via South London and Maudsley NHS Foundation Trust, enabled us to provide mental health awareness training to leisure and sports centre staff in Croydon.

- A Youth Opportunities Fund Grant (£7,000) from the London Borough of Croydon will enable the younger members of the Fairfield Club to undertake an activity trip to Cyprus.

- The Ian Dunn Tennis Tournament held at Surrey Health & Racquets Club raised (£1,300) for us.

- Aisling Kelly and Naomi James raised £840 by taking part in the Great North Run.

- Lisa Wheble raised £456 in the same event.

- The staff of the Pension Protection Fund raised £1,000 and the staff of RBS Insurance raised £3,124.

- Croydon Council's Revenues and Benefits Department were recognised as Benefits Team of the year 2008 and chose Mind in Croydon as the charity to receive £250 as part of the award.

We also raise money through our shops, other sales and sales of videos and DVDs (£83,420) and have the facility for people to make donations to us via our website.

Partnership Working

Many of the project reports highlight what might be described as “frontline” partnership working between our staff and the staff of other voluntary and statutory agencies.

On a more strategic level, the Chief Executive and other Mind staff sit on a number of local groups. These include the local Mental Health Partnership Group, the group responsible for developing all local mental health services. We also sit on local groups concerning mental health day care, advocacy and information. As well as mental health specific partnership working, we work with other voluntary sector organisations on matters of concern to charities, particularly those working in health and social care. We also sit on the local Safeguarding Adults Board and the Strengthening Communities Partnership. Outside of Croydon, the Chief Executive has joined the Steering Group of the Psychiatric Liaison Accreditation Network (PLAN) based at the Royal College of Psychiatrists’ Centre for Quality Improvement. PLAN is establishing an accreditation network for mental health services to general hospitals in the UK. The programme will be open to all services that provide assessment and care to people with mental health problems within the general hospital setting, whether service is provided by a dedicated liaison mental health team, a crisis resolution or an on-call system.

One example of partnership working this year is Active Minds. Through our Active Minds project we have developed a partnership with Active Lifestyles (Croydon Council).

Chloe from Active Minds is now working with the Exercise on Referral Team, offering sessions in each of the gyms in Croydon (Thornton Heath, Purley, New Addington, South Norwood) to support people to take part and complete the 12 session scheme, and encourage them to maintain these lifestyle changes. Active Minds worked with Changing Minds to run mental health awareness sessions for all Fusion (leisure centres) and Active Lifestyles staff across Croydon.

We successfully tendered for funding from Croydon PCT (Primary Care Trust) to develop a buddying service whereby “buddies” are partnered with individuals to enable them to access and maintain contact with physical activities in order to improve health outcomes, improve well being and reduce social isolation.



Left:

Diversity

The Borough of Croydon is an area of great diversity. We try to reflect this diversity in the way we work and provide services, and respond effectively to the needs of a diverse population.

Our Equal Opportunities Policy sets out in writing, not only our values, but the practical steps that we take in attempting to provide suitable services to the broadest possible range of people. Currently, one of our Trustees, Tony Horton, acts as our Equal Opportunities Officer, his role being to advise, inform and consult with management, staff and service users in order to progress and improve equal opportunities within Mind in Croydon.

For several years we have monitored certain information about people accessing our services. We have a good picture of the ethnicity, age, gender and level of disability of the people to whom we offer help and support. Analysis of this data has shown that take up of most of our services by different groups of people is very good. Monitoring data of those using our services appears on page 26 of this report. We are pleased to report that initiatives to attract younger people to our services continue to be very successful. 165 people aged 18-30 were referred to our services this year and nearly 55% are under 40. For the third year in succession the percentage of women referred to our services is greater than the number of men. In total 59% of people referred to our services this year were women. This is largely due to our work with parents that we have developed over the past three years. Most of the parents we support tend to be lone women. The main trend that this reflects however, is the gender imbalance in the uptake

of our counselling service. This reflects national trends, but indicates an issue that we may need to give special attention to in the future.

We continue to see high numbers of people from Black and Minority Ethnic (BME) groups referred to our services. This year 43% of people referred were from BME groups. According to the most recent census data, 36% of Croydon's population are from BME groups.

We were very pleased to attract funding from the Local Mind Association Fund this year to research the uptake of our counselling service from people from BME communities. National trends show that people from these groups tend not to access talking therapies. However, uptake of our service is good. With the help of our Honorary Medical Adviser, Dr Deji Ayonrinde, we have designed a questionnaire to look at why people from BME groups are happy to access our counselling service. We will publish the findings of our research next year.



Quality

This year the quality of the work we do has been recognised by three national agencies.

In June 2008 Mind in Croydon was Highly Commended in the Disability category of the Charity Awards where our work to help parents with mental health problems was recognised for its innovative and holistic approach. Mind in Croydon was also one of the organisations chosen to speak at a seminar resulting from the Awards entitled 'Charity Effectiveness - key issues and stories from the front line' which was held at the Cass Business School in July.

In November, Mind in Croydon employee, Michel Thizy, won the prestigious 'Employee Innovation' category in the Third Sector Excellence Awards 2008. Michel was nominated for his ingenious Mental Health Boxercise programme which has helped 40 clients so far to get healthier, improve their social networks and gain confidence.

Michel, who works as a Welfare Benefits Advisor with Mind in Croydon, had the idea after joining Duke McKenzie's boxing gym in West Croydon. He recognised Duke's ability to engage with people and saw an opportunity to start a Boxercise group to improve the mental and physical health of clients. The project was able to develop with the financial support of Croydon Primary Care Trust and crucial input from Consultant Psychiatrist, Dr Deji Ayonrinde. Michel was commended for his dedication to the clients, ensuring that they attend sessions, and getting them hooked on the gym. The judges were impressed by Michel's "extraordinary commitment" to developing and running the scheme. "It's such a creative idea," said judge, Peter Atfield. "It has made a huge difference to people in a very difficult area of work."

In January 2009 Mind in Croydon

was recognised as continuing to meet the Investors in People Standard. The assessment report stated that: "Mind in Croydon's particular strengths include a very open culture, the senior team is seen as approachable, non hierarchical and appreciative with a real interest in individuals, their views and their ideas. There is a strong focus on continuous development for all staff, good communications, high quality training and development, supportive supervisions and appraisals and other forms of constructive feedback. People in all roles are very committed to maintaining the professionalism and success of the organisation. The vision and informally expressed values of the organisation are strongly held throughout and guide its approach. Mind in Croydon is an exceptional employer in the way it encourages staff to use their ideas and out of work interests to develop and enhance services to service users. People feel very empowered and free to act in their own area of responsibility within well defined policies and procedures. There is a very open approach to decision making at all levels."



INVESTOR IN PEOPLE



ThirdSector
Excellence Awards



Right:
Michel Thizy
receives award
from Paul Ross

Involving Service Users and Volunteers

We believe that effective and genuine service user involvement is key to our organisation. Our user involvement policy describes our commitments in this area and details the practical way that service users are involved.

We have a number of Board members who have experience as service users, and these people are also members of all the sub-committees that govern the charity and set its policy and practice. Service users are involved in the recruitment of all new staff and are encouraged and supported to have an active role in the day-to-day running and decision making of projects. One in four of our paid staff is a person who has experience of mental health problems. We try to make communication between service users, staff and trustees as easy and open as possible. Our Investor in People report highlighted the open door policy of the Chief Executive and other staff and the Chief Executive and other staff attend members meetings at the Fairfield Club to listen to service users' views, give information and answer questions. We have provided a free Internet Café at the Club so that members can e-mail senior staff and trustees if they would prefer that method of communication. Via our link trustee system, trustees visit projects to hear directly from service users their views on matters and any concerns they may have.

We endeavour to enable people to move from being recipients of our services to being involved as volunteers

and, if appropriate, paid staff. This year we were very pleased that we were able to support four boxercise "graduates" to train as Fitness Instructors and obtain their YMCA Level 2 Fitness Instructor Qualifications with CALAT. These graduates have become committed volunteers with our Active Minds projects and will become buddies in our new project next year.

Much of our work depends on the contribution of volunteers. The descriptions of our services above highlight the very valuable input from volunteers in our Counselling Service, our Furniture Service, at the Fairfield Club, our Allotment and Horticulture Project and Enterprise House and well as contributing to the helpline and general administration of the charity. We also benefit from the volunteers who staff the charity shop in Selsdon and others who help with fundraising events.



Plans for Future Periods

During this year we worked to update our Strategic Plan for the period 2006-2012. Key elements to medium to long-term strategy are:

Strategic Aim 1: To take the necessary steps to ensure that our services are of a high quality, safe and sustainable.

Action	By whom	By when
Achieve and maintain Quality Management in Mind standard	DCS	On-going
Achieve and maintain Investor in People award	DCS	On-going
Upgrade or re-locate premises to ensure high quality working / service provision environments	Board/CEO	On-going
Continue to invest in and develop our staff and volunteers as our main and most valuable asset	Board/CEO/DCS	On-going
Undertake routine surveys of people using our services to gauge their views on quality	DCS	On-going
Strive to achieve and maintain fully staffed projects	HR/CEO/DCS	On-going

Strategic Aim 2: To develop our marketing of services and our skills in tendering

Action	By whom	By when
Introduce relevant systems and processes to record and monitor activity and audit the quality of our services	CEO/DCS/Board	Autumn 2009
Develop a range of materials and use a range of mediums to market and promote our services to a range of audiences	DCS/CEO	Autumn 2009
Develop our skills in tendering for services	Board/CEO	Autumn 2009
Develop a system of costing for services	CEO	Spring 2009

Strategic Aim 3: To ensure the long-term financial strength and viability of the agency. Particularly, to ensure funding for those activities not currently fully funded.

Action	By whom	By when
Develop fundraising strategy for those services currently not fully funded	CEO/Fundraising committee	On-going
Develop and maximise other sources of income through shops, other grant making trusts etc	Fundraising committee	On-going
Develop the income generating capacity of assets (e.g. rental income at Selsdon)	Board/CEO	On-going
Develop a long-term funding strategy	CEO	Autumn 2009

During the coming year we will:

- Launch our new training resource for young people
- Develop a Social Networking Service
- Develop our Active Lifestyle Buddying Service
- Deliver a new Independent Mental Health Advocacy (IMHA) Service
- Launch anxiety management and anger management groups as part of our counselling service
- Develop and refurbish Enterprise House

Key Funding Sources

During the year our principal funding sources were:

- Croydon Primary Care Trust £573,568
- London Borough of Croydon £480,696

We also received funding from:

- Local Mind Association Fund
- The Kings Fund
- The Big Lottery
- Time to Change (The Big Lottery and Comic Relief)
- City Bridge Trust
- City Parochial Foundation
- Film London
- Croydon Council's Revenues and Benefits Department
- Croydon Enterprise
- London Development Agency - Winter of Sport
- Youth Opportunities Fund
- RBS Insurance
- Pensions Protection Fund
- Mr Hayden Whitcomb
- Aisling Kelly, Naomi James and Lisa Wheble who took part in the Great North Run
- Karen and Jean Dunn and Family
- Surrey Health & Racquets Club

We also received legacies from:

- Norah Hennessy
- Thomas Dickson
- Christopher Grantham

Reserves Risk and Investments

Reserves

Mind in Croydon's Reserves Policy is written in the light of the Charity Commissioners' guidance "Charities' Reserves" (CC19, March 2008). Following this Mind in Croydon has decided to aim to keep reserves equivalent to six months expenditure (a sum of £673,360).

As at 31st March 2009 Mind in Croydon's fixed assets funds were:

Fixed assets held for charity use:	£808,674
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Investment fixed assets held for income to support charitable activities:	£328,996
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Currently, (as at 31st March 2009) it has reserves of £286,949 (unrestricted funds £1,095,623 minus tangible assets £808,674).

The level of reserves, therefore, is equivalent to less than three month's expenditure. Mind has decided that when the opportunity arises it will add to its reserves until such time as the target figure is achieved.

Risk

Mind in Croydon's Risk Management Policy is written in the light of the Charity Commissioners' guidance Charities and Risk Management (July 2007). Following this Mind in Croydon has formed a Risk Management and Safety Sub-Committee which is accountable to the main Board of Directors. This sub-Committee met 4 times this year. Mind in Croydon's Strategic Plan contains a detailed examination of potential weaknesses and threats to the organisation and sets out a plan for addressing these. Mind in Croydon has conducted a thorough review of the major risks to which the charity is exposed and systems have been established to mitigate these risks. These procedures are reviewed periodically to ensure that

they still meet the needs of the charity.

Investments

Mind in Croydon's Investment Policy is written in the light of the Charity Commissioners' guidance "Investment of Charitable Funds: Basic Principles" (CC14, December 2004).

Social, environmental and ethical concerns taken account of in investment policy

It is a condition of our affiliation to National Mind that Mind in Croydon cannot accept money from or hold shares in companies manufacturing pharmaceuticals, lest this should compromise our position on the uses of medication.

Following this Mind in Croydon has decided they will consider any investment which appears sound and is in accordance with Mind in Croydon's overall principles, but unless a good case can be made for anything more efficient than Government gilts, these should be the favoured option.

As at 31st March 2009, Mind in Croydon's investments consisted of £160,107 of Government Gilts at 5% maturing in 2012 and £151,422 of Government Gilts at 4¼% maturing 2032.

The income from investments together with the income from bank deposits for the year ending 31st March 2009 was:

Gilts	£14,222
Bank interest	£13,077
TOTAL	£27,299

Full copies of all these policies are available from Mind in Croydon, 26 Pampisford Road, Purley, Surrey CR8 2NE or can be downloaded from www.mindincroydon.org.uk.

Treasurer's Report

Compared with last year, our 2009 figures show an apparent 8.5% decrease in our incoming resources, but if you remove the one off capital grant from the Big Lottery in 2008 of £230,340 to extend the Fairfield Club then we have a 7.8% increase. Whilst we anticipate that this level of increase might be hit by the economic situation in future years, the trustees remain confident that the charity will continue to generate the income it needs to continue its operations.

In addition, our resources expended have increased by 8.5%, which is mainly due to an increase in staff costs. This is due to the fact that, as the charity evolves, the skill mix of staff has developed even though the overall numbers have remained fairly constant. This reflects our commitment to quality – ensuring that we pay the going rate to get the best people possible. We consider our staff and volunteers to be our most valuable asset, so neither I nor any of the trustees have a problem with rewarding our hard working staff. Without them we would not be where we are now and we thank them for all their efforts.

Once again we have been very lucky with legacies and again I would say that if you can remember us in your wills we would be very grateful and the income would be well used. Of course we must also say an enormous thanks to all our funders details of whom are listed on page 21.

This year we have launched a new project, Active Minds, but there have been no large capital projects. However, next year we may plan to undertake some more works on our buildings to ensure they offer the best possible environment for staff and service users. We now own four freehold premises and maintaining them is obviously an ongoing task and, a bit like painting the Forth Bridge, will never be finished.

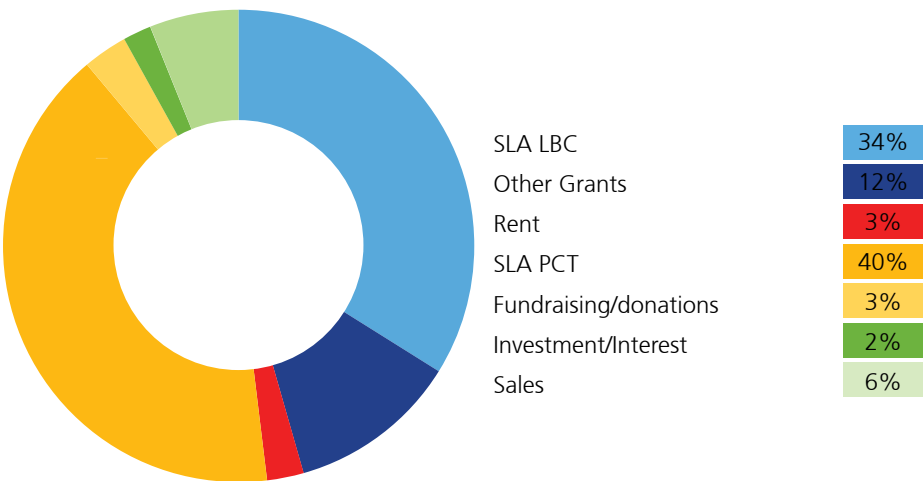
The Charity is financially stable and it is the intention of the trustees that it remains so. This is despite that fact that we could always do with more resources so we could do more work and indeed so that we could get closer to our reserves policy guidelines. These are designed to ensure we can deal with most eventualities but as you will see we are a long way short of having six months expenditure in reserve.

However, with the continuing hard work of all our staff and volunteers

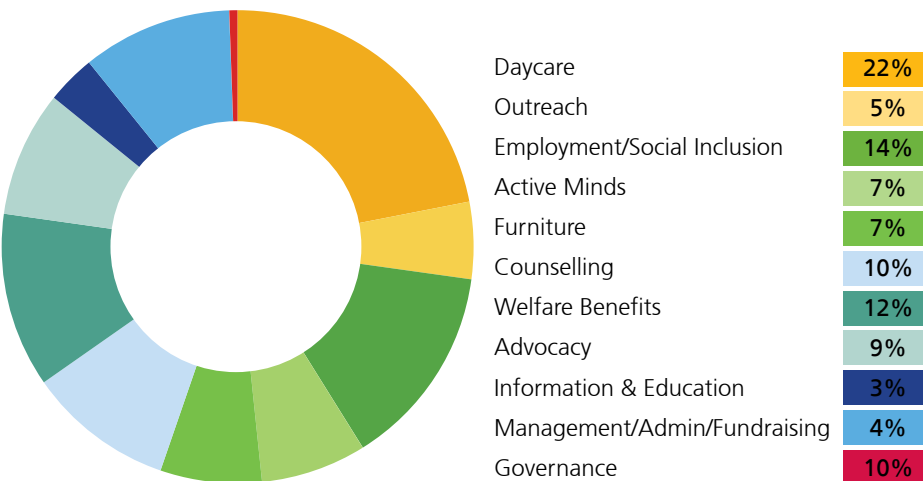
to whom I and all the trustees say “thank you”, Mind in Croydon will continue to develop and hopefully to provide the help and assistance that people with mental health problems require.

John Pestell, Treasurer

Income by source



Expenditure by Activity



Summarised Accounts

Incoming resources	Unrestricted 2009 £	Restricted 2009 £	Total 2009 £	Total 2008 £
Incoming resources from generated funds				
Voluntary income - donations	27,637	-	27,637	28,135
Voluntary income - legacies	16,000	-	16,000	-
Activities for generating funds	83,420	-	83,420	79,683
Investment income	27,299	-	27,299	28,000
Incoming resources from charitable activities	1,076,644	161,698	1,238,342	1,386,396
Total incoming resources	1,231,000	161,698	1,392,698	1,522,214

Resources expended				
Costs of generating funds	26,008	3,374	29,382	16,927
Charitable expenditure	1,154,347	154,161	1,308,508	1,215,633
Governance costs	8,829	-	8,829	9,107
Total resources expended	1,189,184	157,535	1,346,719	1,241,667
Net incoming resources	41,816	4,163	45,979	280,547

Other recognised gains and losses

Gains/(losses) on investments:				
Realised	-	-	-	-
Unrealised	17,367	-	17,367	8,292
Net Movement in funds	50,731	12,615	63,346	288,839
Balances brought forward at 1/04/2008	1,044,892	346,804	1,391,696	1,102,857
Balances carried forward at 31/03/2009	1,095,623	359,419	1,455,042	1,391,696

Balance sheet as at 31 March 2009

	£ 2009	£	£ 2008	£
Fixed assets:				
Tangible assets	808,674		840,393	
Investments	328,996		311,629	
		1,137,670		1,152,022
Current assets:				
Stock	2,817		3,332	
Debtors	26,644		56,355	
Cash at bank and in hand	478,422		303,648	
	507,883		363,355	
Creditors amounts due within 1 year	140,511		66,161	
Net current assets		367,372		297,174
Creditors amounts due within 1 year		(50,000)		(57,500)
Total net assets		1,455,042		1,391,696
Funds				
Unrestricted funds:	1,095,623		1,044,892	
General Restricted funds	359,419		346,804	
Total	1,455,042		1,391,696	

Approved by the board on 24 June 2009:


P C Beckett, Director


J P Pestell, Director

Statement of Directors

Summarised accounts for the period ended 31 March 2009. The accounts were approved by the directors of Mind in Croydon on 24 June 2009. The auditors have given a full and unqualified report on the accounts; their report was dated 25 June 2009. Copies of the accounts and the annual report have been sent to the Charities Commission. Full accounts are obtainable from Mind in Croydon Limited, 26 Pampisford Road, Purley, Surrey, CR8 2NE.

J Pestell, Director, 24 June 2009

Auditors' statement to the Directors

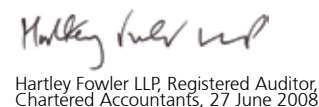
We have examined the summarised financial statements set out here.

Respective responsibilities of directors and auditors

You are responsible as directors for preparation of the summary financial statements. We have agreed to report to you our opinion on the summarised statements' consistency with the full financial statements, reported to you on 25 June 2009.

Basis of opinion We have carried out the procedures we consider necessary to ascertain whether the summarised financial statements are consistent with the full financial statements from which they have been prepared.

Opinion The summarised financial statements are consistent with the full financial statements for the period ended 31 March 2009.


Hartley Fowler LLP, Registered Auditor,
Chartered Accountants, 27 June 2008

Service User Statistics



Gender %

Male	41
Female	59



Age range %

18-30	17
31-40	38.5
41-50	23.5
51-60	16
61+	4
Not given	1

Ethnicity	Mind	Mind %	Croydon	Croydon%
White British	555	57.10	210573	63.70
White Irish	7	0.72	7130	2.16
White other	44	4.53	14242	4.31
White & Black Caribbean	23	2.37	4721	1.43
White & Black Asian	2	0.21	1352	0.41
White & Asian	5	0.51	3480	1.05
Mixed other	24	2.47	2743	0.83
Indian	29	2.98	21246	6.43
Pakistani	15	1.54	7429	2.25
Bangladeshi	3	0.31	1765	0.53
Sri Lankan	9	0.93	not given	not given
Asian other	34	3.50	6940	2.10
Black Caribbean	49	5.04	26065	7.88
Black African	57	5.86	14627	4.42
Black British	71	7.30	not given	not given
Black other	7	0.72	3384	1.02
Chinese	2	0.21	2212	0.67
Any other group	11	1.13	2678	0.81
Not stated	25	2.57	not given	not given
Total	972	100	330587	100

Reference and Administrative Details

The name of the charity is Mind in Croydon Limited. It is more commonly known as Mind in Croydon. It is affiliated to National Mind.

Registered Charity
Registered charity number 1073880

Company Limited by Guarantee
Company number 3697578. Incorporated in England and Wales 19th January 1999.

Registered Office
26 Pampisford Road, Purley, Surrey CR8 2NE

Management Committee

Trustees (Directors) are elected annually at the company's Annual General Meeting.

Peter Beckett (Chair)	FGP, F, G
Jo Leck (Vice Chair)	FGP, F, G, S
John Pestell (Treasurer)	FGP, S
Maurice Blaevoet	S
Norah Croft MBE	FGP, G
Martin Faiers	G, R
Winsome Levy	R
Tony Horton	FGP, R, S
Luege Minchella	

Key

FGP = Finance and General Purposes Committee
F = Fundraising sub-committee
G = Governance sub-committee
R = Risk Management sub-committee
S = Salary sub-committee

Honorary Professional Adviser

Dr Deji Ayonrinde Medical Adviser

Chief Executive & Company Secretary
Richard Pacitti

Auditors
Hartley Fowler LLP, Chartered Accountants, 4th Floor Tuition House, 27-37 St George's Road, Wimbledon SW19 4EU

Bankers
National Westminster Bank, P.O. Box 959, 96 Brighton Road, Coulsdon, Surrey CR5 2YS

Solicitors
Streeter Marshall, 12 Purley Parade, High Street, Purley, Surrey CR8 2AB

Structure, Governance and Management

Mind in Croydon was originally registered as a charity on 9th August 1968. On 19th January 1999 it was incorporated as a company limited by guarantee (company number 3697578). On 3rd August 1999 the funds and assets of the original charity were transferred to the new charitable company.

The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association. These were amended by a special resolution on 9th October 2001.

Recruitment and Appointment of New Trustees

New trustees are recruited to Mind in Croydon via a variety of routes. These include:

- Through volunteering in Mind projects;
- As service user trustees chosen by Fairfield or Enterprise members;
- Through getting to know Mind as a working colleague with other voluntary or statutory organisations;
- As carers of people who have used Mind in Croydon services;
- Recommendations by other trustees

Efforts are made to ensure that the Board reflects the diversity of the local community, subject to the requirement that each post should be filled by the person best qualified to fulfil that role.

People who show an interest in becoming trustees go through the following appointment process:

- Trustee application pack supplied to interested people.

- Meeting with Chair, Vice-Chair and Chief Executive;
- Attendance to observe a Board Meeting and meet with other trustees;
- References and CRB check taken up on recommended candidates;
- Recommended trustees presented to the Board/AGM for approval;
- (if there are more suitable candidates than places, an election is held at the AGM)

All trustees give their time voluntarily and receive no benefits from the charity. Any expenses claimed are set out in note 11 to the audited accounts.

Induction and Training of New Trustees

This is carried out as soon as possible after the new trustee has been appointed. It includes:

1 An induction pack. This will include:

- Mind in Croydon Memorandum, Articles and Rules
- Set of major policies
- Charity Commission leaflet on Responsibilities of Charity Trustees
- Latest Annual Report and Accounts
- Minutes of the most recent Board meeting
- Norah Croft's History of Mind in Croydon
- Leaflets on Mind projects
- Strategic Review reports and Business Plan
- Staff and committee structure tables

2 Visits to projects

3 A question and answer session with the Chief Executive.

4 Short training courses as necessary, for example on Legal Responsibilities of Trustees or Mental Health Awareness

The Chairman, established trustees, Chief Executive and senior managers all co-operate in the induction and make themselves available, but the new trustee also has a responsibility to be proactive in arranging visits and reading the contents of the induction pack. Each new trustee is assigned an established trustee as a mentor. The mentor plays a major part in the induction process and is available for briefing and questions before Board meetings and other events.

Service User Trustees

Our affiliation to Mind requires us to ensure that there is active user involvement in the governance, management and daily operations of Mind in Croydon.

Our own User Involvement Policy states that it is our intention that a minimum of one quarter of the trustees of Mind in Croydon should be people who are or who have been users of mental health services.

In promoting service users as trustees we are guided by Charity Commission guidance "Users on Board: Beneficiaries who become trustees" (CC24 March 2000). This highlights the importance of ensuring that user trustees balance properly their role as trustees against any possible conflict of interests as beneficiaries.

Thanks

Volunteers

Volunteers give their time to Mind in Croydon as trustees, counsellors and within all our projects. We would like to express our appreciation to them all for their dedication and for the time they give so willingly.

We would also like to thank the voluntary helpers at the Selsdon Mind shop. This shop is run by National Mind's trading company but makes a valuable contribution to Mind in Croydon's funds.

Others

A number of people who work for other organisations have made a contribution to Mind's work through the advice and support they have given beyond the ordinary demands of their job and working relationship with us. We would particularly like to thank:

Kate Woollcombe, Deo Jairam, John Haseler and Patrice Beveney - Croydon Primary Care Trust
David Freeman, Brenda Scanlan - London Borough of Croydon
Janine Jasper - Croydon Commitment
Duke McKenzie - Duke Box Fitness Academy
Dr Deji Ayonrinde (Hon. Medical Adviser)
Andrew Pickering - Streeter Marshall
Chrissie Stevenson, Richard Hunt, Partha Dasgupta - Pension Protection Fund
Steve Davidson, Steve Hill, Lisa Wheble & Amanda Pithouse - South London and Maudsley NHS Trust
Phil Thomas - DTZ Debenham Tie Leung
Jenny Denvir and Caroline Bain - Paye-wise Limited
Chris Carr and Richard Swann - Symac
Roger Lettis (electrician)
C27 media for their work on our website
Mole Leigh - Designer

Organisational Structure

Mind in Croydon is governed by a Board of trustees who are also the Directors of Mind in Croydon Limited. The Board sets the strategic direction of Mind in Croydon and also appoints a Chief Executive (who is also the Company Secretary) to manage the day-to-day operations of the charity. The Board works through the Chief Executive and his management team to see that all the necessary rules, control procedures and personnel are in place to ensure they can successfully implement the strategic plan agreed each year.

The Board operates through a number of committees and ensures that policies are in place to cover all statutory, commercial and management needs of Mind in Croydon. The Board meets six times a year (every other month). The Finance and General Purposes Committee meets six times a year (in the month between each Board meeting), which means that

the management of the charity is reported monthly to those responsible for its governance. A "link trustee" system operates whereby trustees "buddy" a particular project or aspect of the charity's work in order to maintain a grass roots understanding of the organisation. All policies are fully reviewed by the Board at regular intervals as defined when the policy is introduced. Currently there are approximately 30 such policies in place, examples are our :

- Complaints Procedure
- Equal Opportunities Policy
- Risk Management Policy
- Grievance Procedure for Employees
- Policy on the Training and Development of Staff

Up to date copies of these policies are available on the Mind in Croydon website. A governance manual exists to cover the workings of the Board. This

incorporates

- Responsibilities of the Board
- Job Description of a Trustee
- Self Appraisal for Trustees
- Recruitment, Selection and support of new Trustees

This is also available on the website.

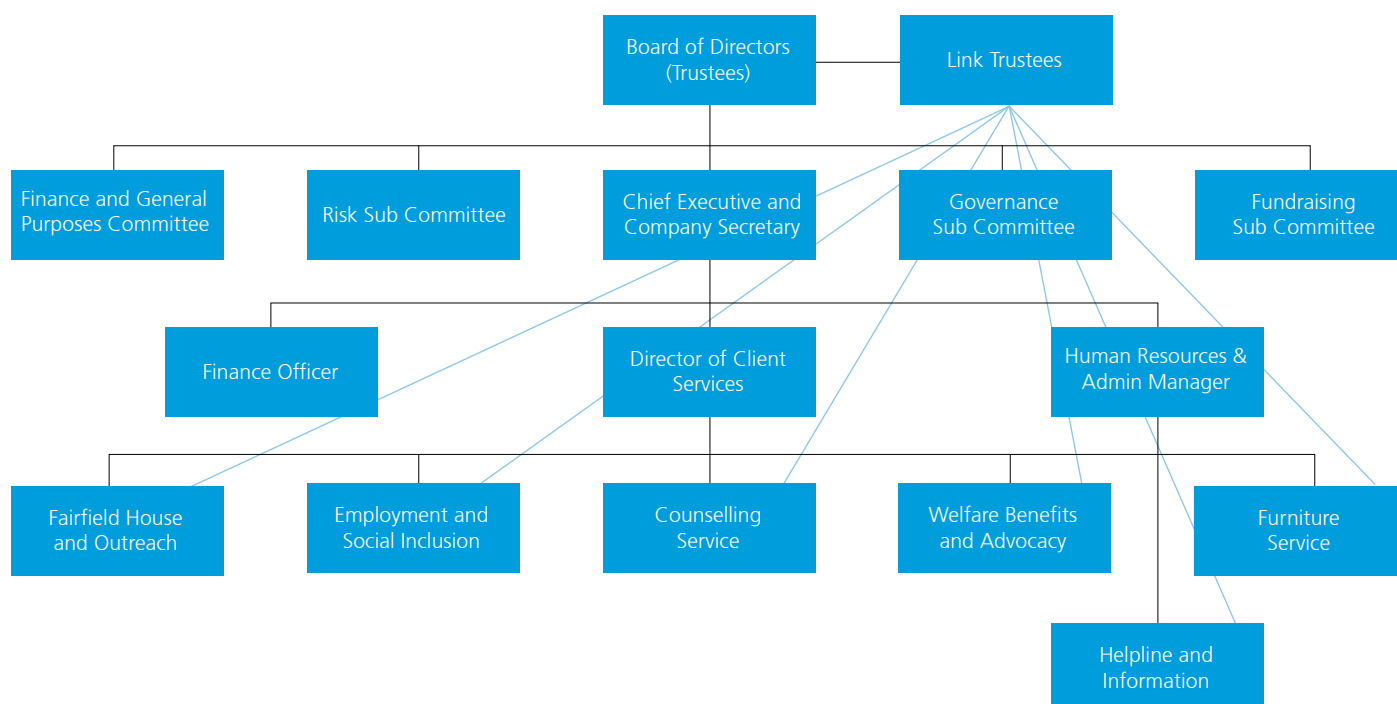
Wider Network

Mind in Croydon is affiliated to National Mind. This relationship is governed by a membership agreement which sets out the conditions for granting and extending affiliations to local Mind Associations and a Trademark Licence which governs the use of the Present Marks and Trademarks.

Related Parties

Mind in Croydon Limited wholly owns Mind in Croydon (Trading) Limited. (Company number 3026503). During 2008-9 this company was non-trading.

Organisational Structure Diagram



Staff and Volunteer Directory 2009

Pampisford

Tel: 020 8668 2210
Email: admin@mindincroydon.org.uk

Richard Pacitti	Chief Executive
John Canning	Director of Client Services
Cara Cooper	Human Resources Manager
Mike Owen	Finance Officer

Reception /Admin	Admin Volunteers
Annie Grimwade	Cheryl Dipper
Ann Hughes	Edna Franklin
Pamela Johnson	

Ronald Cox	Cleaner
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Welfare Benefits

Tel: 020 8763 2037
Email: wba@mindincroydon.org.uk

Rory O'Kelly	W.Benefits & Advocacy Manager
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Welfare Benefits Advisors

Adrian Clark	Michel Thizy
Mary Gaskin	

Advocacy

Tel: 020 8763 6730
Email: advocacy@mindincroydon.org.uk

Andy Forey	Advocacy Worker
Nichola Harris	Parenting Advocate

Counselling Service

Tel: 020 8763 2064
Email: counselling@mindincroydon.org.uk

Janet Hughes	Counselling Manager
Keeley Alvarado	Administrator
Kath Holbrook	Counsellor
Ritu Chaddha	Counsellor

Volunteer Counsellors

Amy Barnes	Josef Bryers*
Joanne Boyle	Robin Coles*
Tom Graham	Eva Compos-Formosa
Carrie Gray	Lesley Greenway
Cherrie Joy	Janet Kells
Graham Linker	Alison Littlewood
Tim Mayn	Fiona McKellar
Andrew McLennan	Edith Moore
Ketan Patel*	Corinne Pollard
Annabel Roditi	Nicola Rose*
Karen Saffron	Tracey Sainsbury
Harriet Sawyerr	Shaun Simon*

Akiko Sugiyama
Gillian Terry*
Frances Westerman*

Claire Steuart
Roz Turner-Drage

Fairfield

Tel: 020 8688 1210
Email: fairfield@mindincroydon.org.uk

Jacqui Dyce	Project Manager
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Project Workers

Arlene Foster	Sue Heasman
Richard Sutton*	Naomi James
Aisling Kelly*	Rebecca Mason
Jazz Abi-Mu-Heal	Lucy Moran

Sarah Balch*	Catering Manager
Ellen Younge	Kitchen Assistant

Volunteers

Tony Horton	Luege Minchella
Lydia Pickering	Ketan Patel*
Jane Street	

Jean Bull	Art Facilitator
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Employment and Social Inclusion Service (Enterprise House & Orchard House)

Tel: 020 8771 5950
Email: enterprise@mindincroydon.org.uk

Peter Phillips	Employment and Social Inclusion Manager
Sadie Belgrave	Project Worker*
Susan Coleman	Project Worker

Dora Crook	Social Inclusion Co-ordinator
Chloe Gay	Healthy Living Co-ordinator

Edward Parsler	Volunteer
John Rooney	Volunteer Allotment Co-ordinator

Furniture Service

Tel: 020 8253 8201
Email: furniture@mindincroydon.org.uk

Pam Dickens	Service co-ordinator
Dennis Bagshaw	Driver
Martin Frost	Driver
Sam Neave	Volunteer

*Denotes staff and volunteers who left during the year

Objectives and Activities

The objects of the charitable company are to promote the preservation of mental health and to assist in relieving and rehabilitating persons suffering from mental disorder or conditions of emotional or mental distress requiring advice or treatment in the London borough of Croydon and the surrounding areas. To achieve these objects, the charity undertakes a number of activities, including the provision of services.

Mission Statement

The charity's mission statement is:

Mind in Croydon is working to promote good mental health. It seeks to empower people to lead a full life as part of their local community. We work with and support people with mental health problems and their relatives and carers, living in the London Borough of Croydon and surrounding areas.

To achieve these aims Mind:

- educates
- provides services
- campaigns
- raises funds
- works in partnership with other relevant organisations
- values diversity
- focuses on quality
- involves service users and other volunteers in its work.

Public Benefit

We have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning our future activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives they have set.

We review our aims, objectives and activities each year. This report looks at what we have achieved and the outcomes of our work over the past 12 months. The report looks at the achievements of each key activity of the charity and the benefits they have brought to those groups of people we were set up to help.

Boxercise Project

Danni's Story



'Although I broke my back at age 13, I recovered and continued to train and was a successful gymnast in the Junior British team. Growing up, various problems developed including an eating disorder but the biggest has been agoraphobia. I first started taking medication at 14 and first saw a psychiatrist when I was 15. By the time my social worker put me in touch with Mind I'd been on medication for over 20 years. It just made my agoraphobia worse because I'd sleep all day. Mind understood that I was desperate for something different; they taught me there were options. When I was 35, mum died, that was a big thing for me. When Andy at Mind suggested I try the boxercise because I had been sporty and my body missed the exercise, I was scared because of my agoraphobia. But Andy took me on

the first few occasions so I knew where I was going and was there when I met new people. Duke McKenzie was amazing. I had been used to coaches who were never satisfied and constantly pushed saying 'you can do better.' Duke though really knows how to build you up. He tells you, "You can do" it and with his constant praise you start believing you can do it too. He makes you laugh and brings you out of your comfort zone. He gives everyone a nickname, mine was Lara Croft. At first I was overwhelmed, but when I panicked he took me aside and spent time with me. He was chatty and made you feel important. He's like that with everyone.

Since going to boxercise, my bubble's got bigger. I felt safe there. If I had a panic attack I knew people would understand because they've had similar experiences. I still see people from the group, I've made good friends and if I'm having a bad day, I can ring them and know they'll care. Going with Duke and Richard Pacitti, the Chief Exec of Mind, to do a radio 5 interview on the boxercise was amazing. It was the scariest thing I've done in my life. So, when I'm scared I just think, 'I did that, I can do anything.' Boxercise has been the miracle I needed to put myself back together. In March I get my Level 2 YMCA fitness qualification. Boxercise and Mind have changed my life.'

