

Annual Report 2016 / 2017

Cover photographs

Top

Staff and volunteers competed (and won) in a game of touch rugby against staff from the Norfolk & Suffolk Foundation Trust

Middle

Staff and volunteers attending an event in Norwich

Bottom

Staff and volunteers took part in Run Norwich (2017) to raise funds on behalf of Norwich & Central Norfolk Mind

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A message from our Chief Executive



The past year has been a very busy and successful one. Although we have worked very hard to improve and develop our services we have also managed to have fun and enjoy various activities that have brought our partners, our staff, our volunteers and the people who use our services together. The photos on the front cover show two such great events – a fun (but very competitive!) game of touch rugby against the Norfolk and Suffolk Foundation Trust, and our great participation as a chosen charity in the Run Norwich 10k Race!

The year brought much hard work in that we had three of our core services placed out for competitive tender - we are absolutely delighted to say that we successfully retained our service delivered at Omnia and were also successful as part of a new and exciting Partnership of organisations to provide the new integrated community and housing support service. Sadly we were not successful in retaining the contract for the Carers service.

We have successfully delivered a pilot service providing a psychiatric liaison support service to the Accident and Emergency service at the Norfolk & Norwich University Hospital and as this service has been so well regarded we are expecting that this will continue. Other services have also developed further and we are very proud of all of the staff who deliver such a good response to those people who need us. The full report describes in more detail the range of our services.

Even though our priority is always to deliver safe and effective services we have also focused on our Organisational Plan. This has meant a much better focus on engagement with our own staff, people who use our services as well as the general public - increasing our fundraising, developing campaigning and improving support to our Volunteers.

Finally I would like to draw your attention to our refreshed values which were reviewed as part of our organisational development. Norwich and Central Norfolk Mind works hard to reduce stigma, champion better services and support people in their recovery. We do this through our staff and our volunteers and so finally I would like to thank everyone for their contribution to the organisation. It is through all of you that we can work to fulfil our ambition that no-one in Norfolk should face a mental health problem alone.

Amanda Hedley

A message from our Chairman



As Amanda has said, last year was challenging, but also very successful. We were able to secure new contracts and consolidate those already being delivered. The Board are committed to improving the services and support we already provide and to developing new services to meet the needs of people in Norwich and central Norfolk. To do this we will find new ways to understand what the people who need our services want from us. We will also continue to work with others to provide those services.

Our focus is to help people to recover from mental health problems and live meaningful and fulfilling lives. To do this we want people to work and engage with us and help fight the stigma of mental health problems and to develop the services of the future. We are increasing our campaigning efforts in the current and future years to both raise awareness of the need to improve services as well as to campaign for increased funding.

We are grateful for the donations, sponsorship and support we receive which are helping us to start new initiatives and enhance other services in accordance with our priorities. We are also planning to invest in the buildings we use so that we continue to provide good quality services in modern and welcoming environments.

Finally I would like to thank our staff, volunteers, partners and my fellow Board members for their hard work and dedication and look forward to working with you in the future.

John Brierley

Our cultural values and the way we do things round here...

We're Norwich and Central Norfolk Mind, the mental health charity that believes no one should have to face a mental health problem alone. We work to reduce the stigma associated with mental health problems, support people in their recovery and champion better services for all. We believe that with the right support and resources everybody can create a life that feels meaningful irrespective of the presence of symptoms. To do this we share our own stories, insights and expertise.

We believe that anyone can recover from a mental health problem and that this recovery is built on a foundation of the following:

- **Positive connections.** Relationships with the people we support are at the heart of what we do.
- **Fostering hope for the future.** We believe that everyone can recover from experiences of poor mental health, no matter how severe or enduring
- **Strong sense of self and an identity.** Support that isn't centred on diagnosis or treatment. We recognise that everyone has a unique, positive identity that is always more than their diagnosis
- **Support people to find meaning and purpose.** Living a life that has meaning and purpose, in line with a person's values, is essential for recovery
- **Empowering people.** We support people to make choices about and have control over what they do and how we work together

9.4%

the percentage of 5 - 16 year olds living with a mental health problem in Norfolk (Needs Analysis - Norfolk County Council - 2015)

77

the number of suicides in Norfolk in the previous year - the highest in the eastern region (Norfolk Suicide Audit - Norfolk County Council - 2016)

1/3

of national Clinical Commissioning Groups planned to cut funding to mental health services from 2015-2016. The government figures show the majority have (Mental Health Cuts - The Times - 2016)

Norfolk

has one of the highest rates of people self harming in Europe (Self Harm in Norfolk - Norfolk County Council - 2015)

12,021 calls

were answered by our telephone support line this year and 1311 emergencies (including suicide attempts and self harm inclinations) have been de-escalated

Where we work



- West Norfolk CCG
- North Norfolk CCG
- South Norfolk CCG
- Norwich CCG
- Great Yarmouth & Waveney CCG

Our affiliation to National Mind and our relationship with other Local Mind Associations (LMA's) means that we have to work within defined geographical areas.

In Norfolk our two neighbouring LMA's, West Norfolk Mind and Great Yarmouth and Waveney Mind and ourselves agreed to align where we work to the boundaries of the five Clinical Commissioning Groups (CCG's) in Norfolk. This means that we generally work in the areas managed by North Norfolk, South Norfolk and Norwich CCG areas (collectively known as Norwich & Central Norfolk). This has a combined population of about 520,000 and a geographical area of about 1200 square miles.

Get Support - our services

We are funded and raise money to provide free or low cost services for people managing a mental health problem. We also strive to support those who are supporting people managing their mental health

Recovery Services

Our Outreach service provided, on average, community support to 115 people during 2016-2017.

In 2017 Norfolk County Council put out to tender all of its community support and supported living services. Along with St. Martins Trust, West Norfolk Mind and Great Yarmouth and Waveney Mind we partnered with Together as the lead contractor to develop a Norfolk-wide recovery focused mental health seamless pathway between supported living and community support. Our partnership was awarded the contract and the new service is due to start in March 2018.

Our residential service contract ended in 2017 and we had to re-tender for this service. In our tender we contemporised our service using the Psychologically Informed Environments (PIE) model and focusing on the individual strengths of the residents. We increased the number of bed spaces offered from 14 to 15. We were delighted to be awarded the long term contract for this service.

The Central Community Response Team continues to provide up to three workers embedded within NSFT (Norfolk & Suffolk Foundation Trust) community teams who give recovery focused care under the FACT (Flexible Assertive Community Treatment) model.

The Telephone Support Line continues to be a key component of mental health support across the county with a long-term funding arrangement. This service answered over 12,000 calls last year helping to support people in distress and to access appropriate services. Generous contributions from benefactors have enabled a programme of advanced and specialised training to support line staff to deal with a variety of complex conditions and situations, and will fund several volunteer placements.

The Waves Group continues to provide an innovative lifeskills course for people with Borderline Personality Disorder (BPD). The groups are based on a participative model which aims to create a safe and caring environment, where people can share their experience and develop skills to manage the challenges of living with BPD and bring about sustainable positive change. The programme includes skill sessions addressing 19 key themes that a team of three staff members help the group explore, social sessions where people unwind from what can be challenging subjects relaxing with creative and fun activities. The service works with up to 36 regular participants at a time who are managing a complex diagnosis.

Youth Service

Our youth service created a volunteer programme for young people enabling a youth project to be delivered during the summer of 2017. The 'Explore - new ways to wellbeing' project gave young people the opportunity to find ways to manage their mental health using arts, nature and sports based activities in a safe and supported environment led by young volunteers. The Youth Forum also created a follow up public event enabling young people in the wider community to learn new skills and strategies for managing their wellbeing.

Counselling Services

Both the Low Cost counselling service and the Credentialed Therapy service are growing in strength. There has been an increase in counsellors recruited into both services. Reports from the Credentialed Therapists are that contact from the public has been significantly increasing.

Within the Low Cost Counselling Service the number of counsellors doubled to 42 against the previous year. Together they completed over 1400 hours of 1 to 1 clinical counselling an increase of 400 hours over the previous year. Proportionately more men have contacted the Low Cost counselling service than in the previous year.

The aim for the year coming is to re-establish an Employee Assistance programme for external organisations to access.



Community Engagement Services

The Bigger Picture trained and recruited 16 community volunteers, ran 27 community events in Norwich and South Norfolk and had 676 conversations about mental health with members of the public. The aim was to help spread the message that talking about mental issues in a culturally appropriate manner is a positive step towards personal recovery. This project closed in early 2017.

The Moving Pictures animation project has continued to use creativity and stop motion animation to support people managing their mental health and recovery. Over the last year we delivered 7 courses based on the Mental Health Foundation's '10 ways to look after your mental health'.

Norwich & Central Norfolk Mind are supporting the creation of Yessica's Journey. This is a stop motion animation project that tells the story of one person's journey through mental illness, psychosis and recovery and is due for completion during 2019.

Wellbeing Service

Norfolk and Waveney Wellbeing service continues to provide help and support for people experiencing common mental health problems. We are one of the core partners in delivering this service with a particular focus on the social contribution to recovery. There are now 3543 Associates in the Central Norfolk area, who volunteer and engage with the service.

The service has made excellent links with local communities, non-mental health agencies, statutory and non-statutory services and local businesses. 286 Community Champions have been recruited and trained to work specifically within their localities to help raise awareness and improve access to the service for those in their local community who might need it. Two previous volunteer 'experts by experience' have now been employed as 'peer support workers' demonstrating that people who use services or those who volunteer can progress on to paid employment. The work carried out by The Wellbeing Service Employment Support Officer with service users, Job Centre staff and the Department for Work and Pensions was awarded the Gold Award status with Norwich For Jobs.

Support Groups

The Carer Support Service was unable to secure on-going funding and closed during September 2017. This service provided individual and group support to people who give unpaid care to an adult in Norwich and Central Norfolk. The service supported approximately 144 individuals, ran 48 group meetings and supported individuals and families in their homes offering advice and information, access to grants and training, advocacy and signposting. Volunteer support was instrumental to the provision of this service and we are hugely grateful for their time and hard work.

Our well established Gardening Support Group continues to win Norwich In Bloom awards.

Accident & Emergency Liaison Support Service

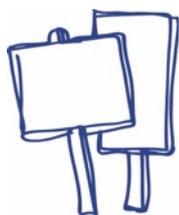
New Service

The new Accident & Emergency Liaison Support Service has had a successful start and provided in-depth, personalised help to over two hundred and fifty individuals. These are people who have presented to Psychiatric Liaison (NHS) staff at the Norfolk and Norwich University Hospital Accident & Emergency Department with mental health issues. Following assessment if it is felt that their needs would be best met by our staff, our experienced support workers liaise with them and provide both emotional support and help them to stabilise their situation by tackling key issues such as housing and finance. They have been able to assist them with difficult first visits to relevant support groups and services, and have connected them up with the other organisations who provide support. The service has been successful in substantially reducing risk factors for many of these people, and has been very well received by those who have needed help from it.

Get Involved - our social engagement

Fundraise With Us

We were privileged to be one of the chosen charities for Run Norwich 2017 and had 170 people run for us raising an incredible £39,233.52 for Norwich & Central Norfolk Mind. In addition to this we had 12 charity of the year nominations and donations from sky dives, music gigs, fetes and coffee mornings. We are so very grateful to every single person that has supported us over the last year!



Campaign With Us

Norwich & Central Norfolk Mind is passionate about bringing people together and providing opportunities that allow us to change our communities and raise awareness. This year we have worked with a number of organisations and on a number of campaigns including work with the University of East Anglia, Time to Change and the Wellbeing Service to make sure mental health is talked about across central Norfolk.

Learn With Us

Over the last year we provided onsite training and learning opportunities through Learn With Us to over 40 organisations with a programme of open courses for employers, groups and individuals from our head office training centre. Over 85% of delegates rated us as good or excellent!



Work & Volunteer With Us

We continue to champion Peer Support in our services with new posts in our residential service and a commitment to lived-experience featuring across the organisation. Other new posts include an apprentice in the HR Department and an on-going commitment to recruit more apprentices in the future. A dedicated Health & Safety and Governance role has been permanently established. During the year Norwich & Central Norfolk Mind recruited 54 new members of staff and the number of paid employees is currently 139.

We have now recruited to the position of part-time Volunteer Coordinator and appointed 5 Recovery Volunteers, a Community Point Volunteer and Telephone Support Line Volunteers. We continue to have an overwhelming level of support from those wanting to volunteer and hugely value their contributions and time.



Partner With Us

We believe that working collaboratively enables us to achieve the very best for the community we serve and so we work hard to develop our relationships with a range of organisations, both large and small. Partnerships that we've developed include work with Norfolk County Council Public Health, Time to Change, Active Norfolk & Community Sports Foundation and Community Action Norfolk.

Working In Partnerships

The organisation has always been keen to work well in partnership with other organisations especially those that share similar values. Looking forward we are placing even more emphasis on nurturing partnerships and establishing new ones – believing that by all working together we will be stronger and more effective as both campaigners to reduce the stigma and discrimination experienced by people who have mental health problems as well as improving service provision. If you wish to know more about how we might work together and support each other please do get in contact with us.



Next Steps

The priority for the organisation is to ensure that we fully implement our organisational strategy with a focus on:

- Ensuring a recovery focus throughout the organisation
- Consolidating existing service provision
- Successfully implementing the new recovery service
- Tendering for new services
- Strengthening our partnerships
- Extending our community engagement and strengthening the voice of people who use our services in all that we do
- Campaigning for the issues that matter for the people we support and our local communities.

The Future

The future for the organisation presents both exciting opportunities as well as great challenge as we focus on implementing new services as well as continually improving the services that we provide. The local health and social care system is committed to a system wide transformation plan and process with mental health identified as a priority within this work. We believe we are well placed to take advantage of any new developments and this is in part due to our good reputation as a provider of services as well as being recognised as an effective innovator and campaigner for better mental health services.

The commitment to continually improve our partnership working with those organisations who share our values has brought us success in winning large and complex tenders, and so we are constantly willing to look at increasing our partnership approach and developing robust relationships with our existing partners.

Our organisational approach is to ensure that all the work that we do is focused on recovery, reducing stigma and championing improvements in mental health services.

The future provides us with the chance to improve all these things - an improved web site, better communication through newsletters and a number of focus groups have all been established over the past year. These need to grow and develop further so that the organisation remains focused on the right things and responding to the needs of the people who use mental health services or may need mental health services in the future.

To keep up to date with all the developments and opportunities here at Norwich and Central Norfolk Mind make sure you sign up to our newsletter online at www.norwichmind.org.uk or by calling us on 01603 432457.

Our Thanks

In addition to the Patrons Mr William Armstrong OBE and Lady Philippa Dannatt MBE, Company Secretary Mr Gavin Wilcock, Directors, Staff, Associates and Volunteers, many individuals and organisations assisted and worked with Norwich & Central Norfolk Mind during the last year. These include:

Active Norfolk, Archant Publications, BBC Radio Norfolk, Cinema City Education, East of England Co-Op, Ellerdale Trust, John Lewis, Mental Health First Aid England, Money Wise, Homesafe, National Mind, Neesa Project, New Anglia LEP, New Routes Integration Project, Norfolk County Council Social Services & Public Health, Norfolk Healthwatch, Norfolk & Suffolk NHS Foundation Trust, Norfolk Recovery Partnership, Norwich City Council, Norwich in Bloom, Norwich Youth Advisory Board, Society Alive, Suffolk Mind, The Bridge Plus, The Forum Trust, Thrive Business Networking, Time to Change, Together, Victim Support, St. Martins Trust, West Norfolk Mind, Great Yarmouth & Waveney Mind, Norwich CCG, North Norfolk CCG, South Norfolk CCG, Big Lottery, Indigo Swan and Purcells.

We've worked alongside (*Norwich and Central Norfolk*) Mind for two years. When choosing our charity partner, we were looking for a cause that resonated with our employees, and Mind were the perfect choice for us - several members of the team have had experiences with mental health in one way or another, either first-hand or with somebody close to them. We've really enjoyed raising money for Mind because we know the difference they make to so many people - having access to the right information or being able to talk to somebody can be the first step on the road to recovery. To know that money we raised is going towards a new drop-in centre, or mental health projects in schools, gives us a feeling of gratefulness and admiration for the work Mind do. We love their commitment to giving everyone experiencing a mental health problem the support and respect they need.

Indigo Swan - Norwich

Fundraiser's

As a charity we rely on the generosity of our community and local organisations to continue our great work. We are extremely grateful to every single person who has raised money for us through Run Norwich 2017, fundraising events, direct donations or in memory. Your money, efforts and ideas are going a long way to make sure that no one has to face a mental health problem alone.

Money raised through fundraising gives us the ability and freedom to listen to our service users and our community and put in place services and projects that will benefit the people we support, without relying on statutory funding and the associated restrictions. We would like to take the opportunity to thank all members of staff that have supported our fundraising events this year.

Charity of the Year Partnerships - Savills Estate Agents, PWC Norwich, Indigo Swan, Diss Town Council, Barnham Broom Golf Club, Wex Photographic, Run Norwich 2017, Persimmon Homes, Club Together 2017, Dereham Town Council, Reepham Rotary Club, Brooks Personal Training.

Case Study - Sophie

My name's Sophie, I've just turned 23 and I used to live at Omnia. I loved it there. I got to know all the staff (who are all fabulous and amazing) but after a roller coaster 18 months my stay came to an end, it was time to move on.

I had so many mixed emotions around moving on and I was really worried about all of my security, support and recovery being affected. I knew this transition was going to be one of the hardest parts of my journey, but then I was introduced to the outreach team where I was greeted by some familiar faces. It's always good to know someone, I was able to talk openly and in a relaxed way about the Outreach team and what they offer.

As part of a leaving package from Omnia I was given a year of aftercare which includes returning for groups that I enjoyed whilst I was at Omnia. Every Monday I return for the cookery group with Karen and I love it, learning all the skills to cook delicious, healthy and affordable meals (whilst playing the odd cheeky game of ping pong). An important part of moving on is being able to get out, so Monday is a good day!

The leaving package also included an hour of Outreach support a week. My outreach worker is Hannah and I can honestly say that I could not have moved on and got through this next chapter in my life without her. Hannah has a heart of gold and always goes above and beyond to support me, encourage me and make me laugh! (oh and take my bins down), but seriously I'm lucky to have her. In the short time we have together we get a lot done! Hannah helps me with paperwork or shopping, cleaning out my hamster Scabbers, and just anything I need to do, always productive things, but we have so much fun and laughs too.

Hannah and I have built a really good rapport. Hannah understands me and I trust her, both really important elements to my recovery. I have been in some pretty bad places and Hannah has picked me up with encouragement until I was able to get my fight back once again. It's lovely having this support. We have had many adventures too, we recently went to Whitlingham Broad and fed the ducks (and a particularly hungry and feisty swan) with cheese scones! We treated ourselves to slush puppies, sung our hearts out to Ed Sheeran in the car, rapped the whole of Plan B's songs and laughed about so much it hurt, but what I love the most is that sometimes it doesn't feel like it's me and an 'Outreach worker', Hannah makes me feel like we are equal, and that makes me feel so much more comfortable around her.

My life and recovery is still continuing, just in a different way, at one point I didn't think I would be able to move on from Omnia, but now I'm happy seeing people as and when and of course spending time with Hannah every week. The Outreach service is so great and really has helped me and continues to support so many others in the same way. Thank you Hannah for everything, you are the best.

A big thank you to all of the team!

We're Norwich & Central Norfolk
Mind, the mental health charity.
We won't give up until everyone
with a mental health problem gets
support and respect.

Please support us:
www.norwichmind.org.uk/donate

Principal Office:

Norwich & Central Norfolk Mind
50 Sale Road
Norwich
NR7 9TP

01603 432457
headoffice@norwichmind.org.uk

www.norwichmind.org.uk

 @norwichmind
 facebook.com/norwichmind

National Mind Infoline 0300 123 3393

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