

Annual Report 2014/15

Manchester Mind made me feel comfortable and treated me with total dignity and respect. This made a massive difference in how I saw my situation.

Advice Team Client

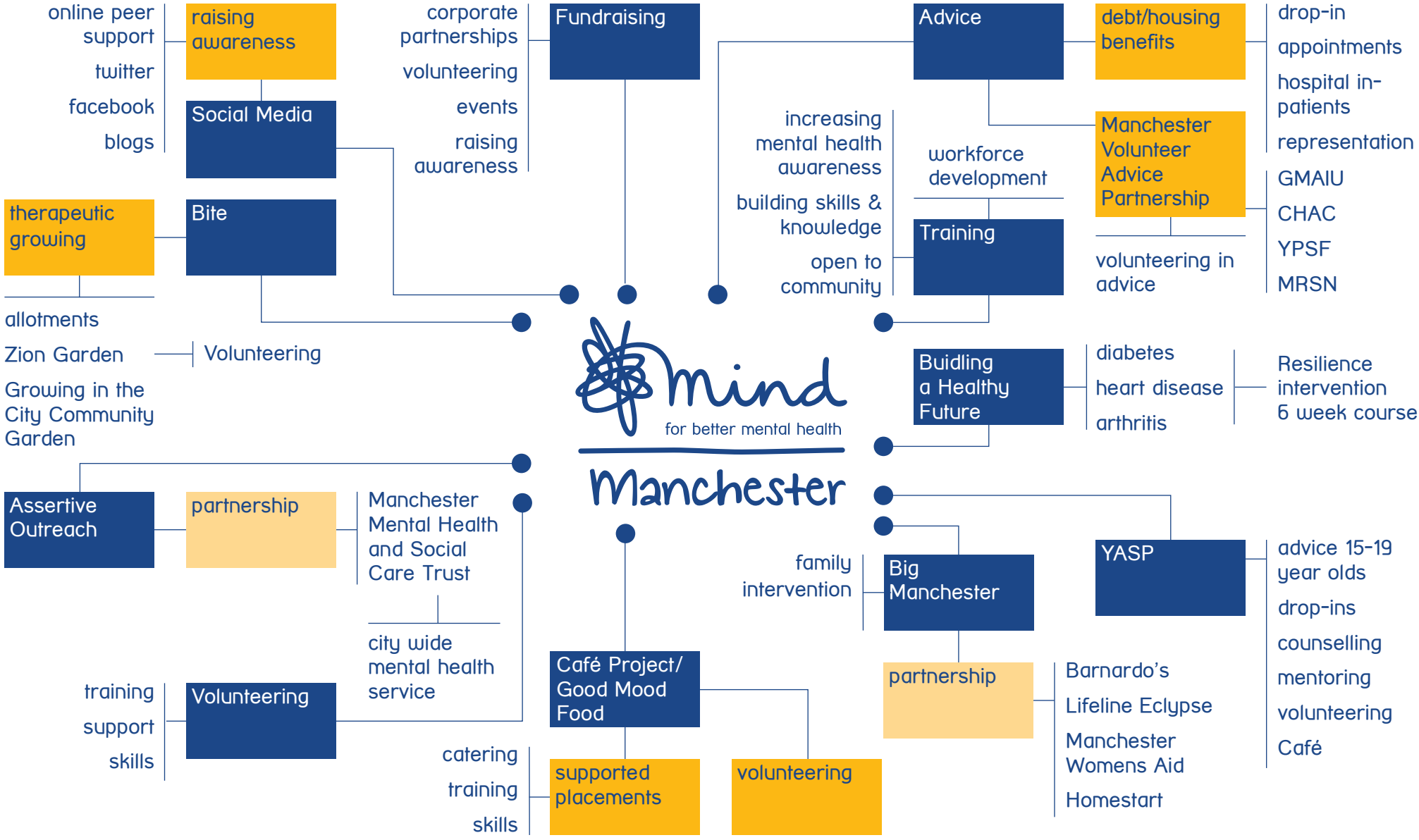




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Manchester Mind Map



Chair's Report

Once again I take pride in introducing our Annual Report. Our fourth as Manchester Mind. Although it will be late in 2015 that you see this report, the contents reflect the organisation's achievements and challenges from April 2014 to March 2015.

During this period Elizabeth Simpson completed her second year as our Service Director. I'd like to thank her and all her staff for their sheer hard work and expertise in delivering services I am immensely proud of.

It was an interesting period for the third sector with further reductions in public spending both locally and nationally together with a level of uncertainty over the future direction of national health and social care policy in the run up to a general election.

It was in this context that we collected information including a range of stakeholder views to help us develop and deliver our future strategy 2015-2020. In order to address the challenges we identified, Manchester Mind decided to invest time and resources in key strategic directions:

- > Reduce our dependence on public sector funding by identifying alternative funding streams including direct fundraising;

- > Identify funding for new projects that matched our strategic aims;
- > Strengthen existing and develop new partnerships and
- > Develop our ability to challenge stigma and raise mental health awareness in the city and the surrounding area

How far we get with delivering our strategic aims will be reported on of course next year but this year my overall impression is that the funding challenges and policy uncertainty that we are still subject to in the latter part of 2015 galvanised the organisation into doing and looking at things differently so we could still do our best to support our beneficiaries.

We became even more collaborative with other like minded organisations through our partnership working; we learned from and with each other.

We connected much more extensively with the general public, community groups and employees from a range of businesses through mental health awareness training.

Through direct fundraising, we engaged with so many more people, many of whom had had personal experience of mental health issues and who were passionate about supporting a grassroots, local, mental health charity.

Through all these activities I also felt we extended our reach from our original base in South Manchester to the rest of the City and beyond.

The demand for our services continued to grow during this period and sadly the rate of suicide in the UK continued on an upward trend, especially in certain age and gender groups. The need for Manchester Mind to play its part with other organisations in providing accessible, flexible, person centred mental health services has never been greater. We want make our unique contribution to supporting people in mental health distress so that they lose their despair and gain the hope and confidence to move forward in their lives

Despite the current challenges we live in a dynamic, exciting city where by reaching out, connecting and collaborating with like minded individuals and organisations we can not only overcome those difficulties but set the future trends of what is effective in restoring hope, developing resilience and promoting recovery and well being.



Thank you from Joy Wales, Chair and Elizabeth Simpson, Service Director

Firstly we'd like to thank our other volunteers, who help us in a growing variety of ways within the projects, on our sub-committees or in offering support and mentoring to people. They provide us not only with their time and expertise but also their positive energy. We could not continue to deliver what we do without their continued involvement. They are invaluable to our organisation.

We would also like to thank volunteers, both individuals and groups, who helped us fundraise. They gave their energy and enthusiasm and gave up their free time to raise funds for us in 2014 to 2015. Everything they did really helped from the workplace cake sales to athletic runs and swims to the bucket collections as well attending fundraising events.

Our Trustees, who are themselves volunteers, also freely offer their time, knowledge and skills. The Board oversees the work of the charity and makes sure we comply with charity and other laws, regularly review our governance arrangements and ensure our income is used wisely for the good of our beneficiaries.

We'd like to thank Natalie Bird who retired from the Board during this period and our serving Trustees; Susanna Brown, Nigel Doran, Esta Innes, Jamie Bytheway, Ian Feis Bryce, Lynn Mc Cracken, Stephanie Jones and Tim Hayle.

We also want to thank and acknowledge the growing number of individuals and organisations with whom we work in partnership – MMHSCT, YPSF, Cheetham Hill Advice Centre, Manchester Refugee and Support Network, Greater Manchester Immigration Aid Unit, Barnardo's, Manchester Women's Aid, Homestart, Lifeline Eclipse, Shelter and Citizen's Advice Bureau. Never has the old adage "the sum of our parts is greater than the whole" and "Unity is strength" been more apt. As we have got to know each other we have shared and learned together pooling our time and resources to make things work better.

Lastly but not least we'd like to thank our staff who always go the extra mile to get the best results possible for our beneficiaries and generally keep the organisation functioning to allow our services to be safely and effectively delivered. Our staff in our young people's project (YASP), Advice services, Big Manchester – family intervention, Manchester

Assertive Outreach, Food and Growing projects (BITE, Café and Good Mood Food), Volunteering and Building a Healthy Future course for people with long term conditions directly deliver our services. Our Central Management Team who provide staff in the projects with the background support and leadership to support service delivery and who organise and deliver our training and fundraising.

We would also like to thank everyone who supports Manchester Mind – without the continued support, resources and commitment of our members, funders and fundraisers who have chosen to support a local mental health charity, we really could not continue to deliver our range of services to Manchester people. So an extremely big thank you for your continued support.

Joy Wales
Chair of Trustees

Service Director's Report

Welcome to the 2014/15 Manchester Mind Annual Report

Achievement
*/ə'CHēvmənt/
noun*
a thing done successfully
with effort, skill, or courage

Achievements come in a variety of shapes and sizes and can range from a successful funding bid, to saying goodbye to a volunteer as they get back into work, gaining correct benefit entitlement for a person who has been struggling, gaining greater awareness and knowledge from attending a training course, to being able to support colleagues through difficult times – the list can go on. This year against a backdrop, which is difficult to say the least – closure of services across Manchester, greater competition for funding, welfare reform, reduced funding etc we have witnessed some really big achievements both for individuals who volunteer and access our services and for the organisation as a whole. All of which I am really proud of.

This year's report contains more detailed information about our achievements and also within the case studies documents more

individual achievement around how people have dealt with some extremely difficult and complex personal situations to move on in their lives.

So in terms of Manchester Mind – you really wouldn't want to have a whole projects' funding streams coming up for renewal all in the same year – this would offer a real challenge in terms of the services continuing. But it was the reality for YASP – Children in Need, Comic Relief and Reaching Communities funding all were to come to an end at various points in the year. It could have been disastrous particularly for young people who have found the offer of a variety of services provided under one very welcoming roof, so valuable. Evaluations of two of the services provided essential evidence of impact and young people's involvement was seen as paramount. This intense work paid off as one by one funding was renewed and YASP has not only continued but developed its services to young people. It was a stressful time but one in which staff and volunteers kept on delivering which is in itself no mean achievement.

Working successfully in partnership can also be seen as a significant achievement as it is not always easy but when done well can offer a way of reaching more people, sharing resources, learning and expertise. Through

Manchester Volunteer Advice Partnership and Big Manchester this year we have found different ways of reaching more people through advice volunteering and the family intervention work offered by Big Manchester. The support offered through both partnerships has been invaluable.

We have reached out to more people this year than ever before and have done this in a variety of ways – mental health awareness training within the community and within schools has enabled us to contribute to a wider national agenda of awareness raising around mental health issues in order to reduce stigma and discrimination as well as improving access to getting the right type of help.

When we started off dipping our toe in the water of fundraising it was difficult to know how it would go. This year has shown that it can go quite far. Money has been raised which is what was intended but it is the wider impact – the message around mental health that has been extended to individuals and businesses in Manchester which has been enormously successful and valuable. Another achievement!

As an organisation we aim to treat people with respect and dignity – delivering services with these values at the heart can often add

massively to the work being delivered. It is no mean achievement when staff and volunteers are busy and stretched to ensure that this happens, but I witness these interactions on a regular basis across all our projects and it is one of the things I value most about the work that we do. They are often tiny things that may go unnoticed in the bigger picture of what needs to be done but they are no less important for that and those vital qualities need to be recognised as important to the work that we do and who we are as an organisation.

The Central Management Team – is the backroom support that often gets overlooked but without which the Charity and the various projects would find it difficult to manage. Central Management (CMT) doesn't get its own section in the report but there is no doubt in this year the CMT functions have started on an improvement journey in many of the areas of its work making the organisation more efficient and better able to plan. The results of these improvements should be able to be seen more clearly in our next Annual Report.

These were just some of the highlight achievements of 2014/15. There were many more, which can be seen within this report.

The report ends in April 2015 with the promise of other exciting work that was at the time in its infancy – Food for All and Peer Support as just two examples, and which will be reported on next year.

The Charity is looking to work to a new strategic plan, which will aim to strengthen Manchester Mind's position of an organisation providing excellent quality services and which have a positive impact on the mental health of people living in Manchester, as well as contributing positively to strategic work across the City.

I would just like to end by fully acknowledging the achievements of staff and volunteers whether large or small and the part they play in the delivery of Manchester Mind's services – it makes a really big difference to people's lives.

Elizabeth Simpson
Service Director



58

young people volunteered

543

young people received training

141

young people received advice

87

young people received counselling

286

young people seen across all YASP services

#NothingAboutUsWithoutUs

Our young person's service has always used research, evidence and consultation to develop and inform services. The YASP figures show continued use of a range of services for young people. The way services have been developed has included and involved young people's ideas and priorities. Much of 2014/15 was taken up with evaluating services and implementing the changes that young people requested.

In the last year we carried out two large evaluations on different components of our services to young people. This involved working with an independent evaluator, a photographer and a designer. The reports gathered the evidence on need and complexity and then assessed the outcome and impact of the services that have been provided over the previous three years.

Central to all the two evaluations were the voices, perspectives and preferences of young people. Young people's voice was highlighted throughout the evaluation process and within the published reports. The evaluation wanted to uncover the elements of service design that young people found helpful to produce a qualitative understanding of why things work to compliment the assessment of quantitative data.

Interviews with young people formed a large part of the two evaluations completed. Young people who have used services at YASP came forward to speak about their life experiences and the many difficult events that had led to



them needing to seek help. Young people talked about the elements of service they appreciated and the things that had made the difference to their emotional wellbeing and recovery. These interviews allowed the evaluator to identify themes and over-arching priorities. They also produced case studies and quotes that illustrated the impact of services far greater than statistics could alone.

As part of the evaluation, young people were also consulted across Manchester. This allowed the final evaluation to be informed by young people who do not need a service yet but who might in the future. Over 700 young people completed consultation forms and highlighted the types of services they would like to be in place and the elements they would like included.

Finally, Manchester Mind worked with two photographers to capture portraits and photos of young people who use services and volunteer at YASP. All of the young people featured gave their time and permission to use their images as their contribution to the evaluation and the promotion of this model of working. This was a positive experience for many, who were keen that their peers know that help and support are available. Some spoke explicitly about wanting to be in publicity so that ‘people like me will know that there are services that can help’.

The evaluations themselves drew attention to the fact that young people are often reticent to get help. The one-to-one interviews showed that the clear glass shop front of YASP and the

Quotes

“I think there should be more volunteering opportunities so young people can meet new people and gain experiences.”

“I think offering a mix of services together is a really good idea and recognises that there is usually more than one challenge facing young people.”

presence of young volunteers was a key factor in young people coming in for services. Young people looked into YASP and saw people like them being treated with respect and being given responsibility. These were elements that led them to believe they could trust the service and that it would be helpful to them.

The images, case studies and quotes were built into the report design to ensure they were given prominence in how the evaluation findings were presented. This allowed for young people’s faces, voices and views to be considered equally alongside data on problems, need and complexity.

“Thank you for your help every time I have needed it and a big thank you for helping me to look for courses and for talking on my behalf. It was very helpful and much appreciated.”

“When I contacted YASP I had no money at all. God knows what I would have done without them.”

The evaluations were published and are available on Manchester Mind’s website. The evaluation findings and recommendations were considered by the young person’s Steering Group at YASP. They agreed with all of the findings and gave a clear message that the recommendations should be implemented in future service design. The recommendations were all implemented and the next three years of YASP’s operations have been secured based upon this. Young people continue to be an essential and visible part of service delivery at YASP and this will continue long into the future. ●

Case Studies

Hamza

My name is Hamza. I am a 23 year old man from the midlands. I had mood swings and these affected my relationship with my partner. I began a course of anti-depressants and for the first time, my doctor recommended I access Manchester Mind’s counselling service. Counselling provided me with alternative views regarding events occurring around me that have affected me. I have greater clarity regarding the various frustrations and challenges in my life and how they link together.

After counselling I find that I am a lot more mindful of the actions of other people around me. I am less absorbed in my own thoughts and am more capable of assessing them separate from my own pre-existing mood. I am better able to stand up for myself and my views, without shying away from conflict. I am more aware of my own weaknesses and better placed to understand them in more specific terms – this allows me to make more positive changes in response. I now have a greater understanding of who I am and who I can be.

Amy

My name is Amy. I am 23 and I am from Manchester. I was a carer for my mum as she is disabled. I witnessed domestic violence for 18 years and was struggling to cope with my past. This made me fearful and I struggled to cope with stresses at work.

I had counselling at Manchester Mind and came to understand the reasons behind the problems I was having. I realised that I had deep fears that were motivating me to behave the way I was. After counselling I now know it is okay to need help – especially after what’s happened in my life.

I think that working in the cafe is a positive way of helping me to look at some of my problems in the right environment.

I am better able to stand up for myself and my views, without shying away from conflict.

I am more aware of my own weaknesses and better placed to understand them.





Advice Team



This year the Advice Team delivered:

92 Drop in sessions

178 appointment sessions

Delivered casework for **325** people.

Saw **475** people in drop-ins

Represented at **17** appeals with a 59% success rate

Supported people to access **£762,180** of additional benefits

With **£82,000** of debt being written off

Recruited **147** volunteers across the MVAP partnership

88% of people accessing advice and returning questionnaires reported a positive outcome from advice

and **72%** reported reduced levels of stress and anxiety

Due to the welfare reforms, an increasingly bureaucratic, complex and inflexible welfare benefits system means that people with mental health problems are facing more and more barriers to access their most basic benefit entitlements.

Manchester Mind's advice service provides advice that is tailored to the needs of individuals accessing the service in order to secure their correct benefit entitlement, reduce and manage debt and maintain housing. This work has continued with the development of an improved twice weekly drop-in; regular appointment sessions and home visits and the availability of an advice worker on three of the wards at Park House in-patient unit.

Over the past few years we have witnessed an increasing demand for advice alongside people wanting to volunteer with the Charity, particularly as volunteering can support people in building skills, knowledge and confidence as well as improved mental health. We have worked with 4 other charities in Manchester to develop both our advice provision and advice service. This resulted in Manchester Mind, Greater Manchester Immigration Aid Unit, Manchester Refugee Support Network, Cheetham Hill Advice Centre and Young People's Support Foundation securing a Big



Lottery Reaching Communities Grant to recruit and train people from our local communities to volunteer in a variety of advice roles across our 5 organisations. This project has enhanced our advice provision and since Oct 14 we now have a triage for our advice drop-in staffed by Manchester Volunteer Advice Partnership (MVAP) volunteers. This has meant we are now able to offer a better service and are able to see more people at

our drop-ins – with an increase of 55% as a direct result of the work of our volunteers. We now have volunteers who are able to help people complete forms which has increased the number of appointments we can offer each month. Although working with volunteers has meant we have been able to offer a service to more people, the number of people waiting for an appointment is increasing. This reflects the ever increasing demand for advice services.

Advice Work Case Study

A woman with a long history of mental health problems who was in receipt of Employment Support Allowance (ESA) in the Work Related Activity Group had been placed on the Work Programme. The meetings she was required to attend were making her so anxious and distressed that on occasions she was physically sick and collapsed. She felt the work programme provider was unsympathetic and had little understanding of mental health, and she stopped attending the appointments as they were causing her too much distress. As a result, her benefit was sanctioned and she approached Manchester Mind Advice Service for help.

The adviser helped the client successfully appeal the sanction. He obtained medical evidence from her GP asked the DWP to look at her ESA again and put her in the Support Group as her mental health had deteriorated and she could not cope with the work related activities required of her. While the DWP were looking at her ESA again, which took a few months, the adviser negotiated with the Work Programme provider on her behalf that they would do

telephone interviews with her very month rather than requiring her to attend weekly face-to-face meetings. The DWP did look at their decision again, and put her in the Support Group which meant she was no longer required to attend the Work Programme, and the risk of further sanctions was removed.

The DWP agreed to do telephone interviews with her every month rather than her attending weekly face to face meetings.



Manchester Volunteer Advice Project (MVAP)

MVAP has been a great example of partnership working and collaboration and has ensured that each partner is now more able to work with volunteers confident in the knowledge that volunteers have access to good quality ongoing training and support.

This has added a great deal to our advice provision and to that offered by our partners. MVAP has also supported the continuation of two smaller organisations and also via Greater Manchester Immigration Aid Unit has set up a level 1 immigration advice session that is not available for free anywhere else in Manchester. Later in 2015 we shall publish an independent evaluation of the project and be submitting a funding application to continue this valuable project. ●



Want to meet new people?
Learn new skills?
Why not volunteer with us?

"I have really enjoyed my time on the volunteer programme; everyone has been very friendly, helpful and patient."

MANCHESTER VOLUNTEER ADVICE PROJECT

Meet new people
Learn new skills

You will receive FREE training and be able to volunteer with one of our partner organisations

For more info contact:
Dawn Kaveney
07816 580792
dawn@cheethamadvice.org

Manchester Mind
Cheetham Hill Advice Centre
Young People's Support Foundation
Manchester Refugee Support Network
Greater Manchester Immigration Aid Unit

LOTTERY FUNDED

Manchester Volunteer Advice Project Poster

MANCHESTER VOLUNTEER ADVICE PROJECT

Meet new people
Learn new skills

You will receive FREE training and be able to volunteer with one of our partner organisations

What does Manchester Volunteer Advice Project do?

MVAP is a partnership between Manchester Mind, Cheetham Hill Advice Centre, Greater Manchester Immigration Aid Unit, Young People's Support Foundation and Manchester Refugee Support Network. The project provides excellent quality volunteering opportunities in advice activities across all our organisations.

Volunteer Roles

- deliver welfare benefits, housing, debt or immigration advice
- be an interpreter
- be a receptionist
- answer the phones
- be an admin assistant
- assist people in completing forms
- accompany people to appointments

You will get:

- a FREE 9 week training course
- volunteer placement in one of our partner advice organisations
- on-going training and support from a dedicated advice supervisor
- travel expenses

meet new people
grow in confidence
learn new skills
improve your wellbeing

How do I get involved?

- contact Dawn Kaveney, our Volunteer Development Worker (contact details on the back page)
- submit an application form (contact Dawn if you need help with this)
- informal chat with our Volunteer Development Worker

You must be a:

- Manchester resident, or have used one of the advice agencies involved in this project

To find out more or book a place on our next course contact:

Dawn Kaveney
07816 580792
dawn@cheethamadvice.org.uk

**Manchester Mind
Cheetham Hill Advice Centre
Young People's Support Foundation
Manchester Refugee Support Network
Greater Manchester Immigration Aid Unit**

LOTTERY FUNDED

Manchester Volunteer Advice Project leaflet

Manchester Volunteer Advice Project Case Study

I had been using the advice service at Manchester Mind when I heard about MVAP. I had reached the stage where I really needed something to do and build up my skills again after a period out of work. I had previous work experience as a medical secretary which I thought would be useful as a volunteer.

I attended the 9 week training course for volunteers and have really enjoyed the mix of formal training and on the job experience. I also really enjoy getting involved in all the discussions on the course. This training has really opened my eyes.

It has felt strange volunteering in a place where I have used services but it has been managed really well and Manchester Mind has been a really good place to volunteer. Having the Advice Supervisor there to check things out with is really helpful. I now help on the Triage desk at the Advice Drop-ins.

I have had anxiety issues in the past but the structure of the course and the volunteering has really helped me. I have grown in confidence and developed new skills and these have been the main benefits to me which I think will really help in me improving my employability.

Manchester Mind Café



In 2014/15

the Cafe worked with **39** individuals

18% of whom moved back into work

A survey of **30** people who were on placement found:

100% felt that volunteering in the cafe helped them eat more healthily

99% said they were were physically active

99% said it had helped them meet new people

98% said they felt better able to work or look for other volunteering opportunities

95% said their Mental Health had improved

94% said they felt helped and encouraged to access further training and college

Social isolation, lack of social networks and having a routine can all be factors in developing or exacerbating poor mental health. Manchester Mind Cafe provides people who are affected by poor mental health opportunities to take up placements in a supportive catering environment where these risk factors can be addressed.

A Cafe session can include a number of different things including inductions and food safety training for people who are just starting, access to healthy eating information and advice, cooking sessions and skills workshops; cooking on a budget, customer service skills and, group work.

This year the cafe experienced a sharp rise in referrals both in terms of people self referring and from referring organisations. To accommodate the increase in demand, we have been working closely with our volunteer co-ordinator and our therapeutic gardening project, Bite, to create a greater connection between all the volunteering opportunities available in Manchester Mind therefore providing move on opportunities and other areas that people can get involved in across

the Charity as their skills, knowledge and confidence increases. Opportunities in the cafe now range from cafe placements, drivers, kitchen assistants, mentors, kitchen buddies and various admin roles, as well as placements at our allotment and gardening projects.

People who take up placements in Cafe are matched with a mentor, who they will work with in order to identify personal goals and put in place action plans that will help these goals to be achieved. A mentoring session may include looking at individual support plans, developing stay well plans, activity logs and 1:1 support as well as supporting people to access other activities. As well as having a mentor, participants are also able to access other Mind services for example the Advice Team, training courses and further volunteering opportunities. Evaluation of people using our service shows marked improvements in both physical health and mental health as well this people also report feeling more physically active, eating healthier, engaging in more external activities and feeling listened to.

We have also noted an increase in people facing food poverty who use the cafe, and now more than ever we are relying on FareShare to help address this and offer cheaper, or free food to people most in need. In March we started a new project Food For All which will be aiming to more specifically tackle issues around food poverty. ●



Customer quotes

"Perfect homemade healthy meals, the foods just scrumptious."

"Nobody does any cooking or cleaning for me at home, I have swollen feet so I can't cook at home. I can get a nice food at the cafe."

"The chefs pleasant, he has really helped me and has given me food when I need it."

Case Studies

Darren

I volunteered with Manchester Mind Cafe from autumn 2012 to spring 2015. I started out by volunteering for one day a week. After a while I increased it to two days a week and then three and four and eventually started volunteering five days a week and varied my volunteering from being in the cafe to developing office skills by helping out with Good Mood Food. It helped me gain confidence and get used to working hours, gave me a routine and good work habits. It helped me develop food preparation skills and skills for dealing with customers to the café. It also helped me to meet new people and work in a busy, vibrant environment.

Before volunteering at Manchester Mind I had previous jobs before, such as a cleaning assistant at Premier Inn and working on the check-outs at Sainsbury's. However, directly previous to volunteering at Mind I had been out of work for two years after finishing University. I had slipped into unsociable hours, such as being awake at night and sleeping in the day and this eventually developed into

depression, including psychotic delusions, such as believing that some powerful force was trying to communicate with me through television or radio.

As mentioned above I have experienced delusional thinking that affected my brain, it was often a scary experience where I was not sure if some kind of devil was trying to take control of my life. Strangely, there were also positive times when I was amazed by the things that seemed to be happening and felt special. I was though happy to move past the stage of delusional thinking and controlling my life. I realised that I had slipped into very poor self care, such as not keeping regular routine and having poor social skills.

At first I was nervous about starting the café. During my mental illness I had made a decision that I wanted to become a mental health nurse and help others in my position. So I first applied to be a kitchen buddy and felt nervous about trying to help others whilst suffering with poor mental health myself. Thankfully, Sharon and the team put me on a café placement instead, which took the pressure off me and let me work on my



own recovery. I realised that being a mental health nurse was not a realistic option for me and soon began enjoying the work and responsibilities of working in the café.

The café placement has enabled me to learn lots of new things. I was then offered a job at Manchester Mind in spring 2015. I felt very happy, since getting back into employment was one of my main goals to achieve on my path to recovery. I also

knew that it would be a new challenge and would mean earning money so that I could become more financially independent. Working again would have also made my family happy. As an employee I have learnt office skills such as answering the telephone, emailing and keeping databases as well as working in an office team, this was good as I had not worked in an office previously.

Manchester Mind has greatly improved my mental health. I have moved past my delusional thinking and depression. I am now more emotionally resilient and can deal with stress and negative situations much better. I am living in a way that is better for my mental health, such as following routines, exercising, eating well, keeping in contact with family and other social contacts and have developed lots of work skills, which have improved my self esteem.

If I could tell anyone about Manchester Mind it would be if you are suffering from mental health problems I greatly encourage volunteering with Manchester Mind. You can meet other people going through the

same problems and develop skills to give you a new lease of life. It can lead to a lot of opportunities whether this is training or even employment opportunities. If not that it can make you better able to get a job outside of Mind.

Carvel

I have been volunteering twice a week for a year now. The café has made me more confident, helpful and a hard worker. If I was asked what it is like to have a mental health condition and my answer is that with the right people around you I find it no problem. I felt good and willing to work when I found out I could start my volunteering role. I have learnt new skills whilst being at Manchester Mind café such as cooking skills and hygiene. If I could tell anyone about Manchester Mind and what my experience has been like it would be that people here are nice, polite and nice to be around, courteous and honest.

I am now more emotionally resilient and can deal with stress and negative situations much better.

I am living in a way that is better for my mental health, such as following routines, exercising, and eating well.





Bite



181 participants

3 growing projects

93% of people felt more confident to manage their everyday lives

93% of people experienced increased opportunities for social interaction

86% participants reported new skills and knowledge

80% reported increased awareness and understanding of the benefits of physical activity

75% reported increased levels of physical activity in daily life

73% of people reported reduced barriers to exercise or have taken up a new activity

100% reported increased access to healthy food choices

91% have developed new skills regarding growing or cooking nutritional food

Our growing project Bite is a good way of using the Five Ways to Wellbeing to support people improving their wellbeing.

Bite has been doing some work around this during the year and what follows is some of the responses people have made to how the five ways have impacted on their physical and mental health.

Connect...

BITE participants report improving their people skills and making new friends through the project:

“This project gets me out and if I was at home I would be by myself.”

“It’s making me more social with people.”

“It has allowed me to be more sociable and enjoy my time.”

Be active...

BITE encourages physical activity through horticulture. Participants have also reported greater physical activity in their everyday lives.

“I’ve lost weight and built muscle because of the physical activities.”

“I have also joined a gym! Go me!”

“I have seen the positive effects of physical activity amongst the varied group members.”

Take notice...

There’s evidence that this initiative has cultivated greater awareness and appreciation of being outdoors:

“I now realise the importance of getting out in the green and relaxing more.”

“I can now relate physical activity, being outdoors and relaxation. Being outdoors improves mood a lot.”

Keep learning...

People who take part in BITE learn a range of new skills and knowledge about horticulture and eating healthily:

“I’ve learnt to be more adventurous with food, I get to take the food we grow home, learn how to prepare healthy food.”

“I’ve never planted anything before – I now feel confident to use my new skills at home and share them with my son.”

“I’ve gained knowledge regarding the growing cycles of vegetables and

some basics around how to maintain allotments to gain the most out of them.”

Give...

BITE participants have reported become volunteers on additional projects and passing on their skills to others:

“[The project has] helped my confidence to take on other volunteering roles.”

“[I’ve learned] how to cook different foods and help others.”

Bite has been part of the Target Wellbeing portfolio of funded projects and their project report stated that the main findings were:

Bite had delivered high scores against all three Target Wellbeing outcomes – mental wellbeing, physical activity and healthy eating.

Bite’s success may be due to the way the project helps to address the issues connecting mental and physical ill health. By not focusing on mental health in isolation, it has helped some people make dramatic improvements to their mental wellbeing.

The social interaction and friendly, supportive settings have been crucial to the success of the project. ●



Case Study

Toni's Story – May 2015

I was discharged by my psychologist and she referred me to the Bite growing project. When I came here I had no help at all. I have severe anxiety and clinical depression. My anxiety has been very bad recently and I have bad anxiety attacks that can look like I'm having a stroke. This can stop me doing lots of things. People often think I'm drunk or on drugs and keep away from me. At home it's just me and my dogs and I worked in the same place for 27 years but had to stop because of my anxiety and depression. So I wasn't seeing anyone or doing much.

I had no experience of gardening or growing food before coming here, I'm learning a lot. I have a garden at home and when I'm more confident I would like to do more at home. I have planted some herbs since being at the project. I have had a lot of difficulties with my anxiety. I can't open my post, make phone calls or go to the shops when there are too many people around me. When I have an anxiety attacks in public people think I'm drunk and stay away from me but people at the allotment group understand me and don't judge. This is a good way

to meet new people and basically get a life again! I treat the allotment as my therapy.

I have met some really nice people and done some physical exercise, for a change. When I'm at the allotment I see people a lot worse off than me, so it reverses the roles and I can help other people and do things for them. This has helped my confidence. I bring tea and coffee and snacks every week for the group and come on different days to water the plants.

I really enjoy it here; I look forward to coming here and enjoy the people in the group. If I wasn't here I would be suicidal sitting at the home, this is my only help. I think I would be more depressed.

I have a lot of barriers to doing things day to day but nothing stops me coming here.

I have now joined the Manchester Mind cafe and come 2 days a week. I meet with a mentor once a week and this has helped with day to day things in my life, like looking at my bank account and opening post. I am also seeing an adviser from the Advice team who is helping with my work and pension. These meetings are really hard for me and I have anxiety attacks most times but when it's sorted I think I'll feel better.

I now think more about the future, I have a better outlook than I did before I came here. It's brighter going forward because I got some help.

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Training and Volunteering



In 2014/15

we delivered:

11 mental health awareness courses

4 mentoring training courses

1 assertiveness and confidence course

1 equality and Diversity course

we have trained:

82 people from the community

18 people from local organisations and charities

27 volunteers

Our volunteers have given **962** hours of their time in order to support Manchester Mind deliver services.

Manchester Minds Volunteering and Training Programme is funded through Manchester City Councils Equalities grant with the aim of improving awareness of mental health issues across Manchester communities and providing opportunities for people with and without mental health problems to volunteer together in order to promote understanding and improve mental wellbeing.

2014/15 was the second year of funding and it has been really important in helping us establish both volunteering within a supportive environment and also our training programme which this year has reached more people than ever.

What people said about our Training

- > 83% described the training overall as excellent and 17% as very good.
- > 95% of people enjoyed the training and felt that the topics covered were relevant.
- > 93% said they felt more confident in supporting somebody with a mental health problem

“Thank you for a brilliant mental health awareness session this morning. It was very thought provoking and insightful. I feel more aware of not only other people, but myself (which is an added bonus).”

“Thank you very much for making the course so interesting and creating a space where we could draw on personal experiences of the group to learn.”

Volunteering

Our volunteering project takes a person centred approach and:

- > Supports and encourages people to talk about any challenges their mental health problems may present.
- > Supports people 1:1 to achieve their potential.
- > Focuses on the person and support the person to achieve their goals.
- > Encourages them work on their strengths.
- > Supports them with motivation and morale.
- > Offers a safe space for people to express hopes, fears, joys and disappointments

Using this approach it enables people to feel valued, supported, increase their skills and give back to their community. The training also works alongside volunteering to provide opportunities to enhance people's skills and has a strong and positive message about recovery particularly within the mental health awareness training.

Impact of volunteering with Manchester Mind

- > 100% strongly agreed that they had received effective training as a volunteer for Manchester Mind.
- > 100% said that they strongly agree that the training/volunteering at Manchester Mind had equipped them with the skills that could be transferred to the workplace.
- > 100% strongly agreed that volunteering/training with Manchester Mind has increased their confidence

What people said about volunteering

“The experience that I have gained by volunteering at Manchester Mind has been invaluable, it has given me a chance to grow in confidence and develop new skills.”

“I started volunteering at Manchester Mind simply because I wanted more experience in a practical setting of charity administration and fundraising. However it was only as my time progressed here did I realise that I had been suppressing my anxiety over what other people may consider simple day to day tasks. I hated using the phone, however with the support and guidance I received I built up to writing a short script to make phone calls to donors asking them for any raffle prizes we could use.” ●



Case Study: Volunteering with Manchester Mind

I started attending the cafe 2 days a week, after a period of depression and anxiety. At the beginning I didn't even think I could do this and I was so anxious. I started with washing and preparing fresh vegetables towards the lunch that was to be served. I became part of a team that encouraged me with patience and small different jobs to attend to.... I was shown how to put together basic ingredients to provide a healthy balanced meal. The staff were very helpful in listening, guiding and empowering me to develop.

I was allocated a mentor and met her weekly for six months. She made suggestions, set small tasks and was basically there to listen and support me with any problems I came up against. I needed constant reassurance, I found it helpful as I needed someone to run things and situations by or just the confirmation that what I was experiencing was okay and that it was important for me to trust in my process and be gentle with myself. I was able to chat with workers and felt confident that I could trust that I would be respected and understood and listened too.

After spending 12 months in the kitchen I was asked if I wanted to do some volunteering in the admin side of things, I had some issues in that department but was encouraged further to train in other areas too, such as supporting the volunteer coordinator to deliver mental health awareness training and help people on the training. I felt nervous doing this because I didn't think I was good enough but received lots of support and encouragement. I have learnt a lot from this experience but felt I still lacked confidence, I don't really see myself as others do; but I have been commented on about how good I am with others and that I have a lot of qualities, I would love to feel these things at some point and that the description comes from me.

I have always feared the transition off benefits and into work, I have tried to do this several times and ended up overwhelmed and depressed, having experienced delusions, voices and anxiety. Fran spent a lot of time with me discussing my options and gently encouraging me to apply for work if I was ready, and the bonus being I would still get support from Mind if I needed it.

After volunteering at Mind and the support and encouragement and training I have received, I have now started employment in a cafe near to where I live, I now work 16 hours a week, four hours over four days, it's busy and constant, but I am 'out there' – doing something and living – my self belief is changing, I am cooking more, eating healthier, sleeping better and feel proud that I am working. I'm still involved with Mind and hope to stay around I appreciate each and every one of them for their understanding, generosity and above all their time, it's a great place.

After volunteering at Mind and the support and encouragement and training I have received I have now started employment.



Building a Healthy Future



8

Number of courses run from September to March

2

of the courses were completed in April 2015

34

Number of people who attended and completed a course

11

Number of people who attended but did not finish

17

Number of people on the courses started in March

Building a Healthy Future is a pilot project, funded by the Department of Health and delivered in Manchester by Manchester Mind, and Birmingham, by Birmingham Mind.

Building a Healthy Future is a six-week intervention, set up to address the needs of people with long-term conditions, who are more at risk of developing mental health problems than the general population. Additionally, stress, if not managed well, can be particularly physically unhealthy for people with diabetes due to its impact on blood sugar levels.

The six-week course aims to equip people with long-term conditions – initially just diabetes and heart disease – with a range of skills in order to improve their resilience and ability to deal with life's challenges. The hope is also that by improving people's mental health, it will also have a positive impact on their physical health.

The course takes place for two hours a week over six sessions and was devised by Oxfordshire Mind who have had experience in similar resilience programmes before. The project is being independently evaluated by Leeds Beckett University and has had the support of Diabetes UK and British Heart Foundation. The course combines CBT (cognitive behavioural therapy) techniques with positive psychology tools and meditation and

relaxation skills. It includes practical tools and techniques, group work and discussions, and is very interactive. Assignments are set each week. Each session finishes with a meditation or relaxation and we promote a mindful and compassionate approach to dealing with life's challenges.

The project hopes to intervene at an early stage, with the aim of preventing mental health problems later on, rather than waiting to treat them when they emerge. However, a proportion of the participants on our courses have previously had a diagnosis of anxiety or depression, and some were experiencing stress, anxiety or depression when they attended the course.

Building a Healthy Future has one paid staff member at Manchester Mind, working on a part-time contract of 17.5 hours a week. Recruitment and networking for the courses began in Summer 2014 with the first course running from Zion Centre in Hulme in September 2014. Recruitment has been a challenge – with referrals being slow to come in, and self-referrals slow due to the time taken to build up networks and publicise the course. Initial marketing materials did not resonate with people and new branding and marketing materials were commissioned in January 2015 with much more positive response from people.

Although numbers in the first year were low, feedback from those who have attended the course has been extremely positive.

What they said about the course:

“I’ve got new confidence, a more positive attitude, and a better understanding of myself. I’m able to communicate better with health care personnel. I’ve learned to deal with my diabetes and learned alternative ways to relieve tension and stress caused by everyday life.”

Denise

“I was sceptical about doing the course at first, but to my surprise I actually learned new ways [of managing stress] and refreshed other methods too.” Alan

“I’ve learned that you need to think about yourself first. If you aren’t healthy, you can’t look after other people. I can’t look after my family, if I don’t look after myself.”

“I’ve been sleeping much better since I’ve started doing the meditations before bed. I’ve lost a bit of weight,

and my diabetes is levelling out and I’m relaxing more. I’ve definitely learned a lot.” K.

“I’m feeling generally calmer and better in myself.” R.

“I took an entire day to myself [she is a carer and this is a huge achievement) – just to relax and do nice things.” S.

Others reported better sleep, a more positive outlook, handling stressful situations better and feeling less isolated.

Other quotes from participants:

“I’ve learned what is impossible and what is possible. I don’t worry any more about the impossible.”

“Meditation is the most important thing I’ve learned on this course. I feel very relaxed and comfortable now and can let go of the negative thoughts and worries.”





Building a Healthy Future

FREE six week wellbeing course for people with arthritis, diabetes or heart disease

Do you have arthritis, diabetes or heart disease?
Would you like to learn new skills to help you manage stress and stay well?
Can you spare two hours a week for six weeks?

Then this course is for you!

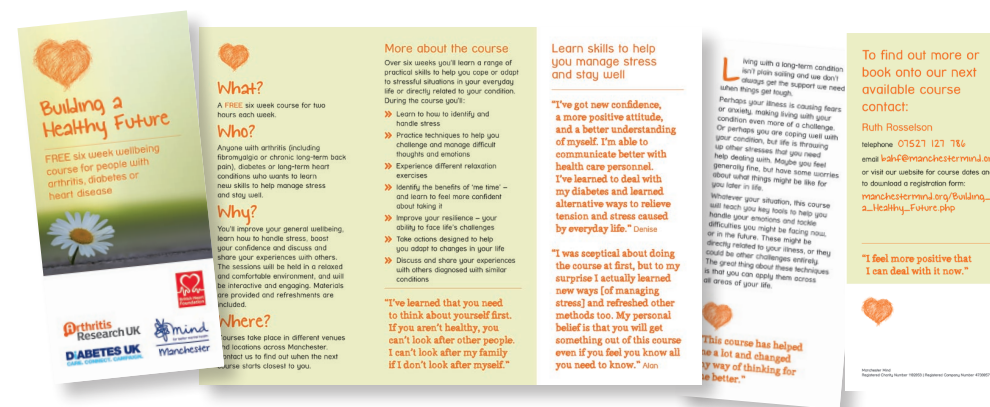
WHEN: Thursday 1-3pm from 15th January
WHERE: Harpurhey Wellbeing Centre, 93 Church Lane, Harpurhey
REGISTER NOW: Call Ruth on 07527 127 786 or email Ruth.Rosselson@manchestermind.org
WEB: http://manchestermind.org/Building_a_Healthy_Future.php

"I've learned to deal with my diabetes and learned alternative ways to relieve tension and stress caused by everyday life." Denise

- » Learn how to handle stress
- » Experience different relaxation techniques
- » Learn ways to manage difficult thoughts or emotions
- » Boost your confidence
- » Discuss and share your experiences
- » Take action!

Logos: Arthritis Research UK, Diabetes UK, British Heart Foundation, Mind Manchester

Building a Healthy Future Poster



What?
A FREE six week course for two hours each week.

Who?
Anyone with arthritis (including rheumatoid or chronic degenerative back pain), diabetes or long-term heart conditions who wants to learn new skills to help manage stress and stay well.

Why?
You'll improve your general wellbeing, learn how to handle stress, boost your confidence and discuss and share your experiences with others. The sessions will be held in a relaxed and comfortable environment, and will be interactive and engaging. Materials are provided and refreshments are included.

Where?
Courses take place in different venues all over the city of Manchester. Contact us to find out when the next course starts closest to you.

More about the course
Over six weeks you'll learn a range of practical skills to help you cope or adapt to stressful situations in your everyday life or directly related to your condition. During the course you'll:

- » Learn how to identify and handle stress
- » Practice techniques to help you challenge and manage difficult thoughts and emotions
- » Experience different relaxation exercises
- » Identify the benefits of 'me time' – and learn to feel more confident about taking it
- » Improve your resilience – your ability to face life's challenges
- » Take action designed to help you adapt to changes in your life
- » Discuss and share your experiences with others diagnosed with similar conditions

Learn skills to help you manage stress and stay well

"I've got new confidence, a more positive attitude, and a better understanding of myself. I'm able to communicate better with health care personnel. I've learned to deal with my diabetes and learned alternative ways to relieve tension and stress caused by everyday life." Denise

"I was sceptical about doing the course at first, but to my surprise I actually learned new ways (of managing stress) and refreshed other methods too. My personal belief is that you will get something out of this course even if you feel you know all you need to know." Ann

To find out more or book onto our next available course contact:
Ruth Rosselson
telephone 07527 127 786
email ruth@manchestermind.org
or visit our website for course dates and to download a registration form: manchestermind.org/Building_a_Healthy_Future.php

"I feel more positive that I can deal with it now."

This course has helped me a lot and changed my way of thinking for the better."

Building a Healthy Future leaflet

learned to think about thoughts that arise and how to cope."

"After the course I do feel I have gained quite a lot in my ability to cope with life's problems."

We've had participants from a range of backgrounds and a mix of ages. Our oldest was 89, the youngest 20 and there's been a relatively good gender mix – although typically there are more women than men attending. With networks in place and continued marketing we believe that the numbers will increase over the coming year. ●

Big Manchester



Support **30** families/year (on average) in team.

Each key worker has **6** families at any one time (on average) supported for roughly **9-15** months depending on case.

Currently number of closed cases is **67**, number of open cases is **25** and number of families on the waiting list is **16**.

For the last three years Manchester Mind has been proud to be a part of an innovative partnership providing a holistic family support service, funded by the National Lottery for 4 years.

The service is based in North Manchester supporting families with children aged 5-11 who have been or are affected by domestic abuse, parental substance misuse and/or poor parental mental health. The project is led by Barnardo's, in partnership with Lifeline Eclipse, Manchester Mind, Manchester Women's Aid and Homestart; bringing together a long history

of knowledge and expertise. Big Manchester believes both the voice of the child and views of the family are paramount for empowering long term change.

Key achievements:

- > All family workers trained in therapeutic play techniques by play therapist, who also provides monthly supervisions.
- > Time for reflective practice has become embedded in the team
- > Big Manchester has raised its profile within the voluntary sector and amongst statutory agencies – invited to national events, film made, independent research carried out.

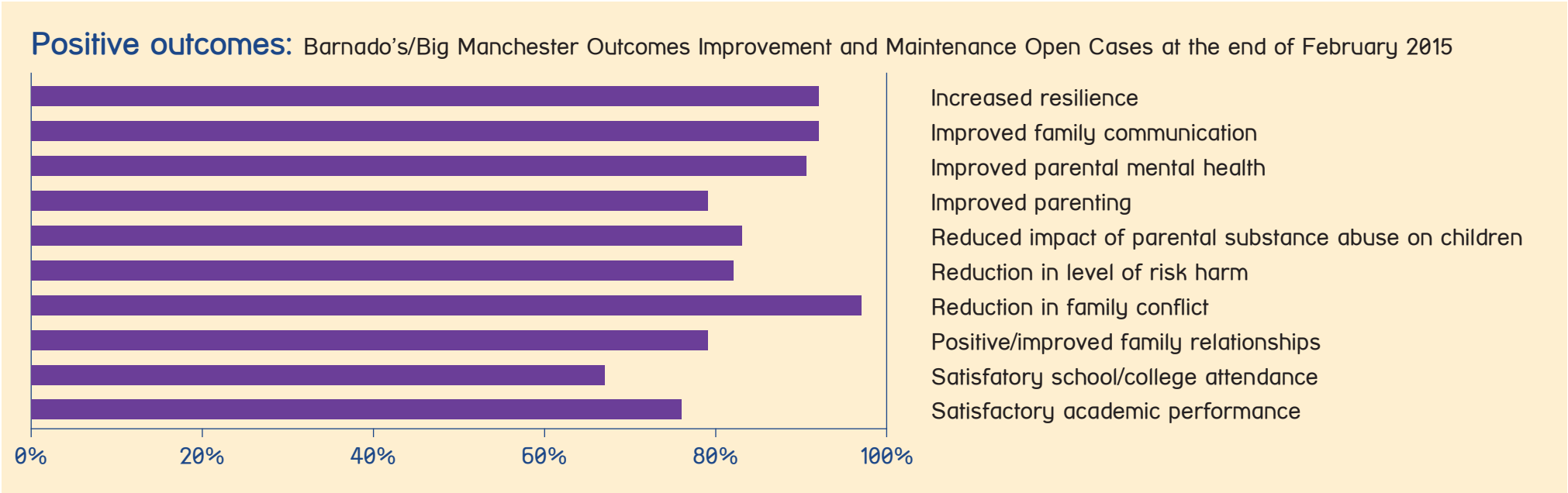
- > Supported social work students and volunteers on placements.
- > Key relationships made with other agencies for effective multi-agency working.
- > Many positive outcomes with families

Types of interventions offered:

- > Children are given a safe space to express what they are or have experienced by provision of 1 to 1 non-directive therapeutic play sessions for children.
- > 1 to 1 emotional support for parents – includes exploration of the 3 key issues and how they link to previous trauma,

attachment and family relationships – to improve parents' understanding and well-being.

- > Whole family sessions – includes having therapeutic conversations, doing activities together – to promote positive relationships.
- > Family activities/projects – includes activities the family choose to do using money from a small family budget as well as whole service activities and projects led by the staff team/in conjunction with other agencies – to promote positive interactions, improve communication and create positive memories.
- > 'Triple P' (Positive Parenting Programme) groups – usually run twice yearly depending on demand – for parents who would like support around parenting strategies.
- > 'You and Me, Mum' groups – usually run once yearly in partnership with Manchester Women's Aid depending on demand – for parents who have experienced domestic abuse who want to understand more about the impacts on them and their children.
- > Children's resilience groups – usually run once yearly depending on demand – to build their resilience and give them additional coping strategies.
- > Peer support group – on-going group run fortnightly – for parents who want to engage more in their local community and improve their overall well-being. ●



Big Manchester Case Study

A referral was made for a family where mum, Janine had reached a point where she felt she could no longer cope with looking after her 7 year old son, Ethan. Ethan had gone to live with his grandma as his behaviour was such that Janine felt it was out of control and grandma was also having great difficulties managing with him. Janine had experienced mental health problems and had presented at A&E and subsequently admitted to an in-patient unit.

There were also concerns at school as Ethan was often expressing a range of emotions and toileting behaviour was regressing. Ultimately Janine wanted Ethan to be able to express and manage his feelings better and work through any worries/issues. She hoped by the end of their time with Big Manchester that Ethan would be able to respond better to boundaries and instructions both at home and school and that he return to live with her. It took time to develop meaningful therapeutic relationship with Ethan but this was done over 25 x 1:1 sessions in school and regular home visits to Janine and Ethan's grandma were completed to have

reflective conversations in order to increase their understanding of his behaviour and explore how best to manage it.

An important aspect of the work was Janine and Ethan doing things together and therefore they attended some activities with Big Manchester, including a trip canoeing, a music workshop, a craft day and the Christmas party. These were aimed at re-building a positive relationship. Liaison with the school also took place in relation to how they could best support Ethan's toileting behaviour.

Ethan enjoyed the sessions and looked like he really benefitted from being able to fully direct the play. The development in his play and with the different play materials indicated his growing confidence. Janine reported the family support gave her the confidence and tools to feel she could manage her son's behaviour without getting to the point of feeling unable to cope and Ethan is now back living with her.

Quotes

"It's really different. We've had services for years but this one wasn't just about me and all my problems, or just about the kids, but about all of us as a unit. We began to feel like a family. That's been massive."

"Life was rubbish before. We were always arguing; everything was up in the air. Now it just feels easier, we've got more going on, we're not stuck."

"My child's behaviour has been marvellous over the last few months, which we know is down to the support we've had."



Assertive Outreach



It is important to go beyond the diagnosis and understand how the life course affects people.

Work within the Assertive Outreach Team has focused on strengthening the relationship between Manchester Mind and Manchester Mental Health & Social Care Trust.

This has been achieved through developing a Liaison Coordinator role which has provided a link between the management of the two organisations and provided a responsive HR link for Manchester Mind staff based within the Trust. Regular monthly contract meetings have reinforced the partnership and commitment to delivering Assertive Outreach across the city.

While continuing to work alongside CMHT's the Assertive Outreach teams have been contributing to a re-design of the Assertive Outreach service which will see the creation of a large stand alone team working across the city. Manchester Mind staff have continued to contribute positively in providing a dedicated service despite organisational change. ●

Case Study

I first met Danny in my role as an STR (Support, Time and Recovery) worker following a long admission in hospital. Danny has a diagnosis of paranoid schizophrenia and had spent most of his adult life hearing voices which mocked and degraded him.

This experience had led Danny to isolating himself inside his home, as this was where he had felt safest. This pattern of behaviour had become so entrenched, even now his mental health had become more settled, he would not leave his house or have any form of human contact for days at a time. He was incredibly lonely and this was impacting on his mental health. A study by Mind found that 89% of people who used mental health services felt socially isolated. Danny was part of this majority and the lack of validation from human contact that we all need, was beginning to take its toll.

It was difficult to find things that he wanted to do, however, on one visit I asked him where he had got a particularly stunning painting on his wall from he had responded nonchalantly with "I did it in hospital". That same day I made a referral to a local arts group which specifically worked with people

suffering from mental health problems and incorporated mindfulness techniques into skills based painting. We took the bus down on our next appointment and before entering I asked Danny how he was feeling about going in to the group, at the time he responded with "fine" but would later describe this as one of his greatest challenges since leaving hospital. I left the group earlier and earlier each time, so that Danny could develop his independence around this activity until eventually he felt able to go on his own.

A couple of months later when reviewing the case we found that Danny had his good days and bad days. He still regularly had to utilise his bravery and strength of character to face barriers and challenges that would be difficult for most people to understand. Nevertheless, his days at the art group were almost always good days and he had began to develop some meaningful friendships there which had led to an increase in confidence and lessened his feelings of isolation, as well as finely tuning his art skills. This provided a great example of the impact of social contact and getting involved with something that has meaning.

A Day in the Life...

As a social worker in an Assertive Outreach team: My job title is a care co-ordinator, which basically means that I work with a group of people who have severe and enduring mental health issues and I am responsible for overseeing their care and support. The only way to describe a typical day is that no day is the same, and that's because everyone is different. Although I work with many people who have the same diagnosis, the similarities go as far as that. A significant and important part of my work is getting to know the people with whom I am working and what their diagnosis or mental health problem means to them. It is important to go beyond the diagnosis and understand how the life course affects people; most of the people I work with have been through some kind of trauma, suffered from poverty or experienced stigma and discrimination. Many have been under mental health services for a number of years and experienced times when they have been detained in hospital under the Mental health Act 1983. This experience can contribute to people feeling distrust of mental health services and can lead to avoidance, but this tends to make people

even more vulnerable. So a fundamental part of my work with someone is to try and build those relationships and trust, the best way of doing this is to find out what is important to them. This can be difficult at the beginning but there isn't a single person on my caseload now who tries to avoid me and most of them can see the team is there to support them, their families and carers.

Due to working with smaller case loads, I am able to get to know people really well, I can deliver an individual and personalized service to people. The provision of this type of consistent, sensitive and person-centred service is really important to people.

It is a demanding job, and each day brings its challenges from the daily build up of paperwork which you have to try and fit in between trying to locate someone who is homeless, unwell and at risk, or having to recall someone to hospital because their mental health has deteriorated so much they cannot look after themselves in the community. But equally most days have their successes, from spending an hour with someone who can normally only stand 15 minute visits because they have decided to

trust you and talk to you about their world, or getting a phone-call from a person telling you they have completed a full days voluntary work after spending the majority of their adult years in psychiatric hospitals.

It's these accomplishments that make the job worthwhile.

...equally most days have their successes... spending an hour with someone because they have decided to trust you and talk to you about their world.



Online Peer Support



During the 6 months
of this project:

53

people took part in training, blogging and moderating

150

people took part in 3 twitter chats

11

people wrote blogs

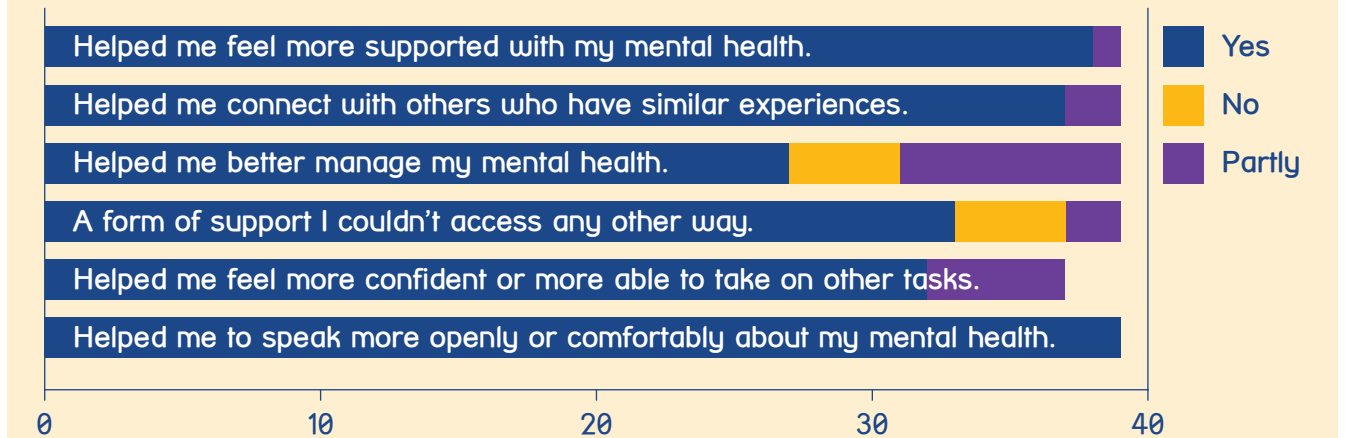
In December 2014 with the aid of a small grant from National Mind we had an opportunity to build on what has been a successful social media profile by testing out a model of delivering online peer support – using blogs and twitter chats.

Volunteers were recruited to contribute to the project through moderating twitter chats; blogging and generally directing the focus of the project. Consultations ensured that we were clear about what our aims were, how people wanted to be involved and what training would be needed.

From consultations we heard that benefits of online support were:

- > Reassurance to people that they are not alone with a mental health problem.
- > Social media can be a 'stepping stone' to accessing broader sources of social support.
- > People often feel as if they're alone in feeling the way they do – but creating a blog will build a resource of experiences to combat this.
- > The anonymity provided by social media enables people to be more 'frank'.

Feedback from 41 volunteers found



We're a collective force on Twitter. It's an ideal place for us to challenge prejudice and discrimination, coz there's this community situated all over the country who've got your back.



- > A twitter chat is accessible to people who might not be able to attend face to face peer support; people with busy schedules, social anxiety, panic attacks, or agoraphobia.
- > People who particularly struggle with social anxiety can access online peer support as an interim to building other support networks. It is a 'safer' way to overcome anxiety about interacting with strangers.

It was the intention that volunteers, including people who took part in the consultation, would take on the roles of 'blogging mentors' and 'twitter mods' so that the project would be led by peer supporters. This was successful – by the end we had recruited over 30 people in these roles and twitter chats were led by participants. The final two twitter chats were led by volunteers, and the previous twitter chats observed by volunteers as part of the training process.

In terms of achievements – this project in a small space of time provided us with evidence about the importance of the social media presence and of its strength around promoting inclusivity. We found how important this environment could be particularly providing a safe space for people to be more open about their mental health. ●



Business Development



92 people engaged in fundraising

104 people volunteered

37 businesses worked with

3x Charity of the Year

20 events attended

£21,716 generated through fundraising activities

The role of business development at Manchester Mind has grown during the year and now incorporates our public fundraising, promotion, membership and overseeing the development of Quality Standards.

There have been significant successes this year as engagement with the wider community flourishes – we want to thank all individuals, community groups, local businesses, pupils and students across Manchester whose passion and interest in our charity has seen us through a very tough year for the mental health sector.

Manchester Mind's funding comes from a variety of sources, including grants from the Big Lottery, Children in Need, Comic Relief and contracts from the NHS and Manchester City Council. As this type of funding becomes more competitive and is taking 'year on year' cuts, and as we are a local independent charity, we focus on developing unrestricted income which will be incredibly valuable in supporting the services we deliver. For example donations enable projects working with volunteers to offer good quality opportunities, supervision and training, as well as all expenses.

Donations

We are making the most of every opportunity to foster new connections, develop relationships and promote our services. Fundraising activities have tripled and we are amazed at level of support received. With the generosity of so many people giving their time and energy, our charity is not just surviving, but thriving. Donations to Manchester Mind increased by 89%, which is incredible. We would like to thank everyone who has contributed, we can't do this without you...

Fundraising Events: supporters continued to surprise and inspire us... from comedy nights, ghost hunts, supper clubs and music concerts



to plant sales, wrestling matches, quiz nights and bake-offs...what a busy and creative year! We're open to all ideas, so why not get involved?

Sponsored Challenges: our online giving platforms are enabling us to reach even more people, as the friends and family of fundraisers' find out about our local services. So many people endured tough physical challenges in aid of our charity (including a 68 mile run in just 18 hours!), but we value the link between all physical activity and good mental health, including gentle walks and family swims. Thanks to everyone for their dedication – you're all superstars!





In Memory/Tribute Fund: many families, friends and work colleagues made a donation this year in memory of loved ones. Our sympathy goes to everyone who has lost someone due to poor mental health. This makes us want to work even harder to ensure no one faces a mental health issue alone.

Regular Giving: we now have a small group of kind supporters who donate £3-10 every month to help us continue working for better mental health for all. If you can help in this way, please let us know.

Charity of the Year: we were proud to work closely with a select number of corporate partners and diverse organisations this year, including Royal Northern College of Music, HealthWork and Building Design Partners (BDP). Our Corporate Social Responsibility (CSR) offer includes fundraising, volunteering, awareness raising and training, so promoting the “wellbeing” agenda at work.

Business supporters: endless thank to every business that fundraised and volunteered at our bucket collections, especially WBT Solicitors and Irwin Mitchell. We aim to engage local businesses through charity bucket collections, sponsored events and volunteering.

Manchester Mind events: we hosted four seasonal (internal) events at The Zion Café, and two (external) annual events (Mental Health Awareness Week and World Mental

Health Day). We aim to add other key dates to the calendar, such as World Suicide Prevention Day, to link to campaigns and raise greater awareness.

Training

We expanded our client portfolio, delivering training to a wider range of local employers, including corporate businesses in diverse sectors and large educational institutions, and employed an additional trainer to cope with demand (income has more than doubled over 12 months). It is great that so many pro-active local employers recognise the importance of mental health awareness at work; on a professional level (managers who want to better support their staff, front-line workers who need to be skilled and knowledge when working with customers), and personal level (individual wellbeing action plans) – all of which helps reduce stigma and discrimination in the workplace. We also devised a comprehensive range of free information for any local employer wishing to take a “whole organisational” approach their work practices.

Membership

Attracting and maintaining our membership is vital to our charity, and continues to be an important way to improve engagement with volunteers, people who use our services, carers, health professionals and local residents, all of whom share our passion for Manchester

Mind. We increased our membership by 32% in the past year and will conduct a membership survey in Autumn 2015.

Manchester Mind anticipate another diverse and action-packed year ahead, as we continue to raise awareness and unrestricted income. A key theme for the next year will be to develop Gifts in Wills, as just 1% of assets can make a difference. ●



Quotes

“We chose to support Manchester Mind because my father-in-law passed away last year. He was suffering with depression. It was too late to help, which was very hard on the family. Mental health doesn’t get the support it needs. We think everything you are doing for people who are suffering is great and we are fully behind you.”
Grace & Steven

“Since I have family and friends affected by mental health issues, I wanted nothing more than to support Manchester Mind which gave purpose to my quest. Thank you for being so brilliant throughout this entire experience – had I not been running for such a worthy cause, I’m not so sure I would’ve seen that finish line.”
Laura

“We were delighted to forego any wedding presents in order to help. These special people helped some of our family members to cope at a difficult time and we thank them very much for that.”
Tracey & Alex Johnston

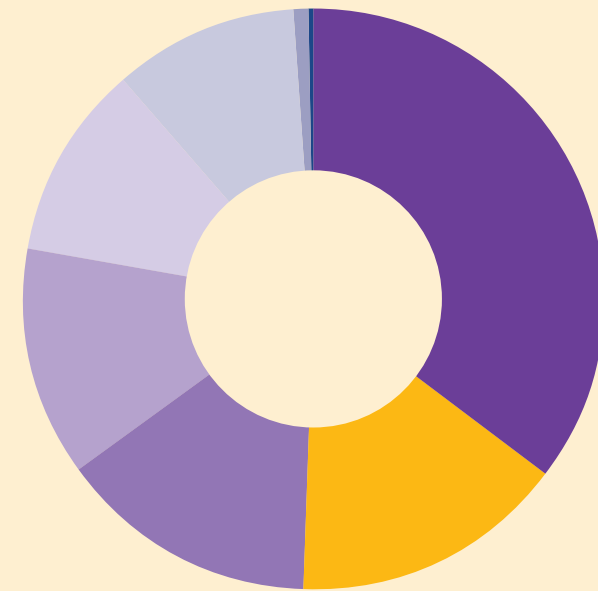
“We raised this money to help people struggling with mental health problems in Manchester. Manchester Mind does amazing work, and we hope this contribution helps you continue being amazing!”
Local business supporter

“We feel lucky to have received all your support since we met you. You’ve made our fundraising efforts (and ourselves) feel valued and it’s good to know that our contribution is making a positive impact”.
Rachel & Charlotte



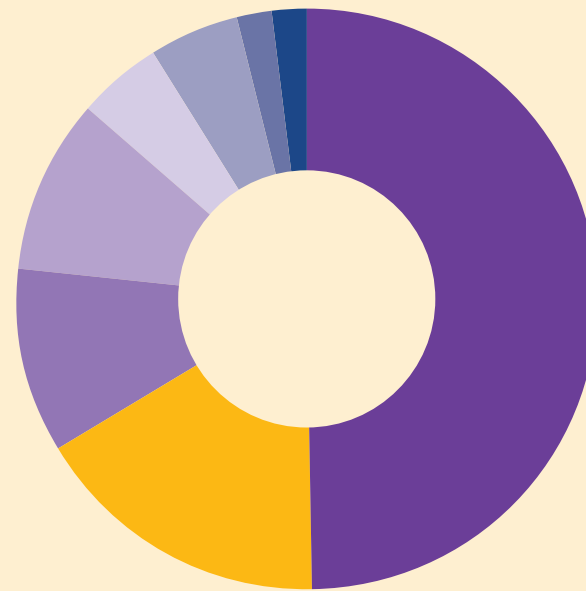
Fundraising analysis Our first full year of fundraising activity (April 2014 – March 2015)

Type of Donation



35.2% Donations
15.2% Fundraising Event
14.3% Bucket Collection
12.6% In Memory
10.7% Charity of the Year
10.2% Sponsored Events
1% Manchester Mind Events
0.1% Regular Monthly Giving
0% Legacy

Type of Donor



50% Individuals
16.4% Businesses
10.5% In Memory
9.5% Internal (staff/volunteer/trustee)
4.8% Community/Faith Group
5% Charity of Year
1.9% Statutory
1.9% Education (school/university)

Donation income



Total fundraising income
2013/14: £11,605
2014/15: £21,960
Growth: 89%

Finance



9 funders

Income **£1,426,000**

Expenditure **£1,441,000**

Once again Manchester Mind has had a satisfactory year despite the challenges faced obtaining funding for activities.



We continue to operate a broadly balanced budget and remain well funded with £443,000 of reserves – including £321,000 of unrestricted reserves.

We had incoming resources of £1,426,000 a reduction of £37,000 compared to 2013/14. This was in line with our expectations.

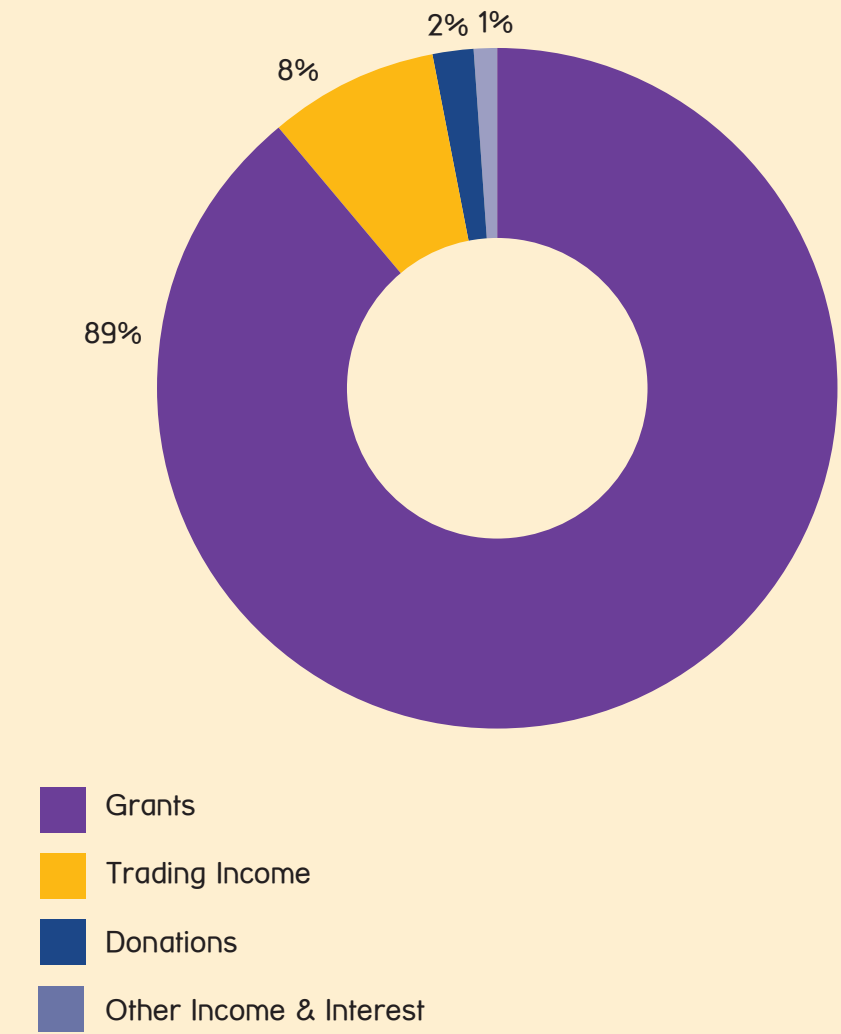
Our expenditure was £1,441,000 an increase of £12,000 over the previous year and again in line with our expectations. ●

We would like to thank all our funders who this year included

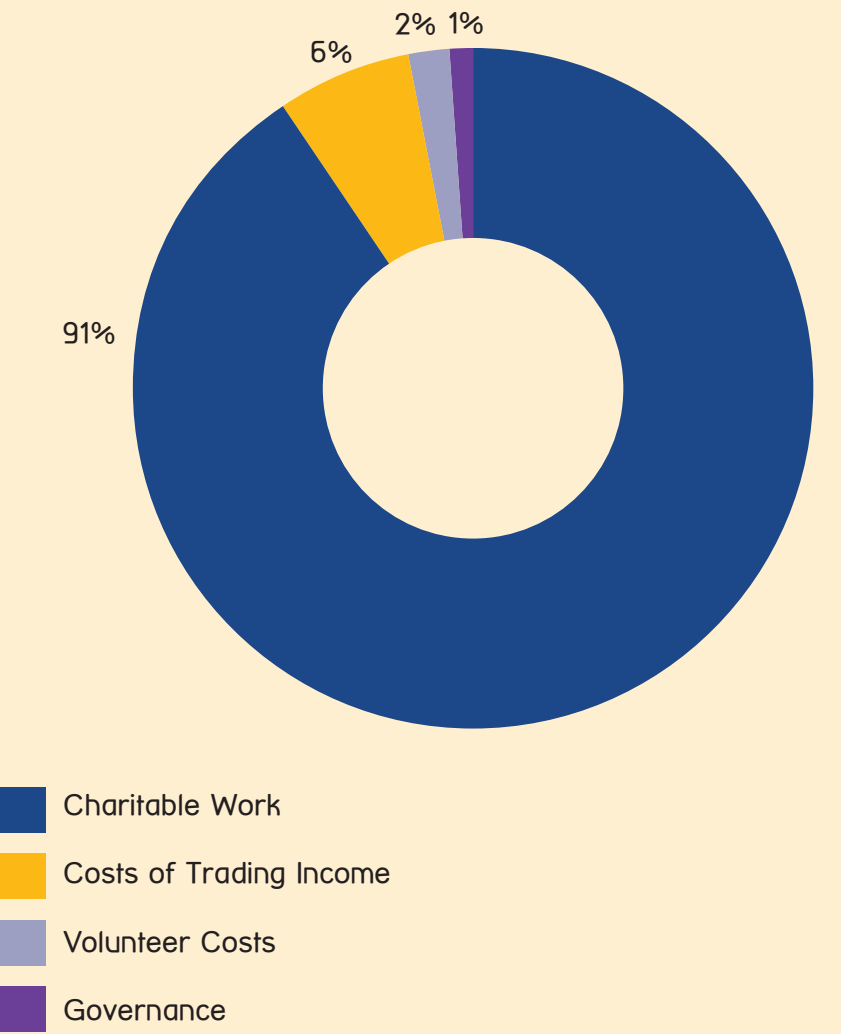
- > Advice Transition Fund
- > Big Lottery – Reaching Community
- > Big Lottery – Awards For All
- > Comic Relief
- > Children in Need
- > Mind
- > Manchester City Council
- > Manchester Mental Health and Social Care Trust
- > Target Wellbeing

And of course another big thank you to our growing band of businesses and individuals who fundraise for us. Their growing contribution is of enormous benefit to supporting the work that we do.

Our Income in the year came from the following sources:



Our expenditure for the year was in the following categories:



Thank you once again to all staff, volunteers and funders who have contributed so positively to this year at Manchester Mind - it is very much appreciated.

As part of our work could not have been achieved without our partners we would also like to thank

- > Greater Manchester Immigration Aid Unit
- > Cheetham Hill Advice Centre
- > Manchester Refugee and Support Network
- > Young Peoples Support Foundation
- > Citizens Advice Bureau
- > Wai Yin
- > Barnardo's
- > Emerge Team
- > Primary Care Mental Health Teams
- > Homestart (North Manchester)
- > Lifeline Eclipse
- > Manchester Women's Aid
- > Shelter



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