

Annual Report

2024-25



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Chair of the Board of Trustees Report

Chairmans statement AGM Report 2024-2025

I would like to start by thanking the Vice Chair, Kay and the board for all their help and support over the past year.

Also, a huge thank you to Lynne and the senior team, staff and all the volunteers for the effort and commitment to Burton & District Mind, which is the reason for our continued success.

The voluntary sector is becoming increasingly challenging financially, especially in mental health.

We do however have a history of resilience and creativity to overcome future challenges and to adapt our approaches.

Burton & District Mind has gained a reputation with funders for quality and delivery.

Just one of our achievements this year has been the move of our Safe Haven Café in Tamworth.

It is more central and accessible place enabling us to expand the service to the people in the area and provide a greater service offer to the communities we serve.

No doubt these will further challenges ahead but I'm sure they will be met and will continue to provide help and assistance to those in need.

**Ken Builth,
Chairman**



Chief Officer's Report

AGM Report 2024-2025

In March 2025 I was invited to represent Burton & District Mind along with 5 other local charities and a few small businesses to meet a senior royal during a visit to the area.

We were informed on arrival we would be meeting King Charles III. The King was very interested to hear about our local work and about our team and volunteers. He acknowledged the importance of the work that charities do and the value we provide. It was a real honour for our organisation to be recognised and invited to this personal royal visit.



After more than two years of searching, lots of property viewings and a few setbacks along the way, we were delighted to secure a lease on new premises at 34 Market Street, Tamworth. The building underwent substantial refurbishment by the landlord, which gave us the opportunity to request specific adaptations to meet the needs of our Safe Haven service. The Safe Haven team and volunteers worked hard and further enhanced the space with feature walls and welcoming touches, creating a calm and inviting environment for our visitors. By late spring, the property was ready, and the team successfully relocated. Since the move, Safe Haven has gone from strength to strength, with a marked increase in the number of people directly accessing support.

As many organisations and services move to remote delivery, we are especially proud to maintain physical premises in Burton, Burntwood, and now Tamworth. This ensures that Burton & District Mind remains a visible and accessible presence for those who need our support.

Our new Tamworth premises have also created valuable additional space for the wider organisation. Services such as Future Focus (both one-to-one and group sessions), counselling, staff meetings, training, and interviews have all benefited from the increased flexibility the new building provides.

Meanwhile, our Development and Sustainability Team has expanded community-based activities across Burntwood and Tamworth, reflecting those already established in East Staffordshire. These developments have strengthened our local presence and reinforced Burton & District Mind's reputation as a trusted mental health provider in the region.

Chief Officer's Report

AGM Report 2024-2025

Unfortunately, the year also brought the closure of the Safe Hands service. Our funder, Midlands Partnership Foundation Trust (MPFT), made the strategic decision to redesign local mental health crisis services to improve community access. As Safe Hands was embedded within local crisis teams, individuals in crisis could not refer directly to the service.

As our Safe Hands team were experienced and training in NHS settings and digital systems the MPFT were keen to support them into MPFT roles. We worked closely with MPFT to support our staff through this ending period. Seven team members were assisted and supported to apply for local NHS roles, and by 31st March, 86% had successfully secured new positions within the local NHS or continued to receive active application support from MPFT.

On a positive note, we successfully secured 3 year (+1 +1) block contracts for both Future Focus and Safe Haven. This achievement reflects the consistently high quality of our work, the strong outcomes delivered by our teams, and our continued reputation as a trusted NHS partner. Both services continue to evolve, introducing new ideas, activities, and resources to better meet the needs of those we support. With the introduction of our community-based projects ranging from Mind Makeover, and Music Mind's to Bat and Chat cricket and walk and talk , we now offer a diverse range of services that meet a wide variety of community needs. The team are not stopping there; even more creative and engaging initiatives are in the pipeline.

Finally, I would like to express my heartfelt thanks to our amazing staff, volunteers, trustees, and associates for their outstanding work and unwavering drive and dedication.

Your commitment continues to make a real difference in the lives of those we serve in our community.

Thank you all sincerely,
Lynne Barrell
Chief Officer

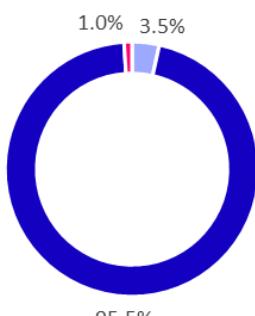
Financial Report

AGM Report 2024-2025

Burton & District Mind continued to successfully maintain its income at £1.4m, despite the early end to the Alzheimer's contract in Oct 2024 and the end of the longstanding Trent and Dove contract in June 2024.

There was a noticeable 46% drop in Donations and Legacies in the year equating to £42k, where a challenging environment has been seen. Counteracting this drop in Donations, Charitable Activities saw an increase of £35k including funding received to complete the fit out of the new permanent venue for the Safe Haven Crisis Café in Tamworth.

Income 24/25



For 2024/25, 95.5% of the income related to our Charitable Activities, just 3.5% of income related to Donations and Legacies with 1% of income relating to Other Activities, including a venture into Workplace Health.

The main sources of income were from several Midlands Partnership Foundation Trust contracts, totalling £1.2m including Safe Hands and Safe Haven, Future Focus and Talking Therapies Counselling.

■ Donations ■ Charitable Activities ■ Other Trading

In addition to this there was £40k from the Alzheimer's Outreach contract, £36k from Lichfield District Council and £4k from Burntwood Town Council for the Community Development Project, £9k from Trent and Dove and £1.5k from Staffordshire County Council Thinkwell contract. There was also £22k in Other Grants, £8k in other counselling and £6k in Workplace Health.

Coupled with the additional income for the Crisis Café was the corresponding expenditure for the fit out, legal fees and the lease of the property but the main increase to the cost base related to an increase of £108k in staffing costs with 10 new starters in the year. These included additional heads to support the Safe and Future Focus contracts as well as an additional Outreach Worker for the Alzheimer's contract and a Project Support Worker for the Burntwood and Lichfield area.

Financial Report

AGM Report 2024-2025

We also invested in our core team in the areas of Finance and Communications and later in the year Fundraising and Customer Relationship Management. The total headcount averaged at 40 heads across the year, an increase from 35 heads in the prior year.

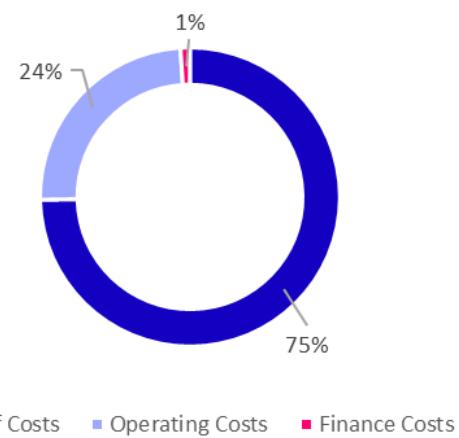
Our Reserves Fund has been maintained at £68k, which covers our winding up costs should they be required. This is reviewed every 6 months to ensure it reflects the current structure/risk.

We have continued to maintain the small mortgage for our registered office, "Birkett House". We continue to ensure that all other costs are managed to ensure value for money.

There has been an increase in the Tangible Fixed Assets of £20k in relation to capitalised costs for the new driveway.

Bourne & Co, Statutory Auditors, 6 Lichfield Street, Burton-on-Trent complete our annual audit in line with the Charity Commission's Audit Requirements and to ensure our accounts are completed within the Charities SORP (FRS 102) accounting standards. The Board of Trustees have and will continue to ensure that projects are in line with the Strategic Plan.

Expenditure 24/25



Anthea Howard
Head of Finance

Operations Manager's Report

AGM Report 2024-2025

Over the year from April 2024 to March 2025 we have been continuing the counselling support that we have been providing to those in the East Staffordshire and South East Staffordshire area with our NHS and Direct counselling services.

I would like to say a very big thank you to all our staff at Burton & District Mind, our colleagues and volunteers for the continued hard work that they have put in over the year and the consistent delivery of the mental health support to our community.

Our NHS counselling has continued with a steady stream of clients coming through and have been receiving the support face to face as well as remotely. Our face to face sessions have progressed into the Burntwood areas, providing the face to face counselling in the locality of Burntwood to help provide different ways of accessing to clients in that area, otherwise they have to travel 30 minutes to Tamworth and Burton.

This has allowed local clients to be seen in their local area and provided them with more of an option to access therapy, as face to face allows those that are unable to do remote or have the preference for the face to face for human interaction.

We have continued providing the Anger Management pathway as well and the Counselling for Wellbeing pathway which has seen an increase in referrals. Our counselling team has continued to provide mental health support to those in need of our services and have maintained the highest level of quality and also managing the waiting list in a timely manner.

Our direct counselling services has also continued to increase in referrals and have maintained a steady pace of clients coming through for the low cost counselling, low cost coaching and also private counselling. Our coaching pathway has increased in referrals as there has been more awareness of the benefits of coaching and is continuing to progress with the support that we are providing for those in our area.

These services have been managed by our team of associate counsellors who have continued to be reliable and on hand to pick up clients as and when requested.

Operations Manager's Report

AGM Report 2024-2025

They have also been providing this support face to face as well as remotely even though we have seen a high number of clients on these pathways requesting more face to face than remote which we have been able to provide.

Due to lack of funding we have been unable to secure the young people's funding that we previously had been using to provide the emotional wellbeing support we were providing at Deferrers, this has meant that we had to approach Deferrers in either removing the support from the school or self-funding the young people's counsellor to which they have opted to self-fund the young people's counsellor.

This has shown the great work that we have been providing which they also have seen at the school. We will continue to look for further opportunities to provide these services through some other funding sources.

Finally, a big thank you to all our Therapists Associates and Salaried who have continued to provide our counselling services through the NHS as well as the Direct Counselling and Coaching services that we provide and have maintained the highest quality of support to our clients in need of mental health support.

A list of our Counsellors and Coaching therapist are listed below:

Amy Marlow, Alison Fitzsimmons, David Petch, Daniel Harris, Edward Degg, Laura Riley, Tom Grace, Yvonne Builth, Liz Matthews and Rob Hallott.

**A very Big Thank You to you all for all your hard work and support to
Burton & District Mind.**

Zainera Liaqat
Operations Manager /
Counselling for Wellbeing Lead & Counsellor

Development and Sustainability Report

AGM Report 2024-2025

Overarching Goal

Burton & District Mind to increase sustainable capacity through geographical and community growth, income diversification and increased service user and volunteer involvement, in preparation for future Mental Health contracts.

Foreword

The Development and Sustainability Team continues to grow the number of people our charity reaches.

This year we have put special efforts into deepening the reach into the community. We are now better positioned and equipped in helping audiences and communities which haven't always seen Mind as an agency for their good mental health

We have been successful in our reach into Lichfield District and building on that success, as team, we have also moved into Tamworth. We have a greater reach into Asian communities and LGBTQIA+ audiences.

We have also developed and delivered our first psycho-education programme, co-produced with people with lived experience of mental health problems.

As before, our key objectives have been:

1. Community Help and projects throughout East Staffordshire, Lichfield District and Tamworth Borough
2. Volunteer Programme
3. Commercial Modelling
4. Increased Capacity and Infrastructure

Development and Sustainability Team

- Keri Lawrence, Development and Sustainability Officer
- Emma Godfrey, East Staffs Project Support Coordinator
- Ben Longmore, Lichfield Project Support Coordinator
- Jo Smith, Funding Support Coordinator
- Tom Lawson, Communications Coordinator

We are also supported by associates and partners including:

- Lesley Kirk, Wellbeing Associate
- Little Trees
- Remedies Health and Wellbeing
- Lalita Heier, Wellbeing Associate
- Circularity.org
- Rolleston Cricket Club
- Thrive Fitness and Nutrition
- Life Sport Fitness Lichfield
- Muddy Boots
- Elim Church
- Queen Street Community Centre
- Burton Caribbean Association

Huge thanks to the team for all the hard work.

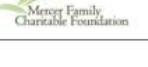
Development and Sustainability Report

AGM Report 2024-2025

Community Help: East Staffordshire, Lichfield District and Tamworth Borough

Activity Projects

Over the year, Burton & District Mind provided 16 projects chosen by local audiences, two more than previous year. The team has provided high quality projects for 202 people, increasing wellbeing, self-esteem, and social connectivity. This is an increase of 175% on last year.

Project	Key Dates	Funder	# of Participants Supported
Burton Arts Peer Support Group	Apr 2024 – Ongoing	Community Fundraising	 12
Mind Matters Burntwood Peer Support Group	Apr 2024 – Ongoing	Community Fundraising	 12
Virtual Peer Support Group	Apr 2024 – Ongoing	Community Fundraising	 6
Older Adults Outreach	Aug 2024 – October	Alzheimer's Society and MPFT	 9
Spring 2024 Eco Therapy – Muddy Boots	Apr 2024– Jul 2024	Mercers Family Foundation	 8
Music Minds	May 2024– Jul 2024	Toyota Manufacturing Trust	 11
Expression: LGBTQIA+ Equity Steering Group	Jan 2024– Mar 2024	Mind	 9
Lichfield Mindfulness	Nov 2024– Dec 2024	Community Fundraising	 5
Autumn 2024 Eco Therapy – Muddy Boots	Sep 2024– Dec 2024	Mercers Family Foundation	 11
Mind Makeover Pilot	Mar 2024 – Dec 2024	South East Staffs Healthy Communities	 11
Running Group Burton	Sep 2024– Dec 2024	Mind and Buxton Water	 5
Running Group Lichfield	Sep 2024– Dec 2024	Mind and Buxton Water	 8
Helen's Bursary	Jan 2025 – ongoing	Lichfield Kaleidoscope Choir	 1
Music Mindfulness Burntwood	Nov 2024– Dec 2024	Finch Consultancy	 8
Wellbeing Techniques, Burton	Nov 2024– Dec 2024	Toyota Manufacturing Trust	 6
Winter/Spring 2025 Eco Therapy – Muddy Boots	Jan 2025 – Mar 2025	Mercers Family Foundation	 8

All projects are expertly managed and monitored, with evaluation reports provided to funders. Individual reports are available on request.

Development and Sustainability Report

AGM Report 2024-2025

Success of Delivery 2024-2025

Operational Plan 2024-25	East Staffs	Lichfield	Tamworth	Virtual and Digital
Peer Support Group	In place – funding gaps for 2025-26	In place – funding gaps for 2025-26	Consultation with Safe Haven participants suggests no present need	In place – funding gaps for 2025-26
Arts/music	Mindful Music – Toyota	Music Mindfulness	Safe Haven bus stop project	Need not identified.
Sports and physical activity	Running Group completed	Running group completed	Working with martial arts group	Need not identified.
Ecotherapy and Nature	Ecotherapy and Forest Bathing – Mercers	Projects ready for 2025	Projects Ready for 2025	N/A
Holistic Programme	Elim Church – Wellbeing Techniques	Lichfield Mindfulness completed	Projects ready for 2025	Need not identified.
Psychoeducation	Mind Makeover as part of workplace wellbeing	Mind Makeover	Projects ready for 2025	Mind Makeover
Workplace Health	Mind Makeover Training	Training provided	Training provided	Expressed support from Mind.
Fundraising	Quiz Night 24-hour Gaming Reggae Night	Lichfield Kaleidoscope Choir	Moving Mountains from Safe Haven Team	Review of digital platforms and community lotteries
Volunteers	Established – 10 volunteers active	Established – 8 volunteers active	Safe Haven: 3 volunteers active	3 active volunteers.

Development and Sustainability Report

AGM Report 2024-2025

Project Case Studies:

Connect Hope and Help: Older Adults Outreach Service

Working in partnership with Alzheimer's Society and funded by Midlands Partnership NHS Foundation Trust, Burton & District Mind provided an Older Adults Outreach service to support marginalised communities. This has been vital in building trust and understanding with communities and audiences that historically haven't seen Mind as an agency that can support with their mental health.

Target audiences included:

- Black and Asian minorities
- Eastern Europeans
- Traveller communities
- People identifying as LGBTQIA+
- People living in rural communities

Key successes over the contract included:

- 1896 contacts with the community.
- Helping 9 people with increased challenges to ethnicity, age, cultural barriers, etc to engage with mental health services.
- Food give-away from our Office.
- 3 visits and event held at Burton Mosques.
- Partnerships with Alzheimer's Society and Burton Pride.
- Key communication with Major of Burton, Sheriff of Staffordshire, Police and Crime Commissioner.
- 2 radio interviews.
- Our logo and advert on beer mats.



**Connect
Hope
and
Help**

**“I don't what's up with me,
but something ain't right”**

Alzheimer's Society and Burton and District Mind are helping people aged 65 and over with advisers dedicated to giving advice, hope, help and connection with services for longer term support.

outreachstaffordshire@alzheimers.org.uk
www.burtonmind.co.uk/contact-us
01543 573936 or 01283 566696

All conversations with our advisers are treated with discretion, dignity and respect.

Alzheimer's Society
Together we can help to fight
the dementia living with dementia

mind Burton and District

“I was very low due to my husband's passing been together 28 years. I was very lucky and didn't go through with my suicide plan at the last minute. My Outreach Worker has been visiting me ... making sure I'm ok around the three main anniversaries.

He encouraged me to keep going forward with wellbeing plans and keep asking if things not working out for the extra support I needed on and off. Thank you for all your support and supportive encouraging words during my continuing period of grief, isolation and ill health.”

Participant on Outreach Service

Development and Sustainability Report

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Lichfield District and Burntwood Development

“What we need is something to show that we [people with mental health problems] can actually do this for ourselves. We just need some guidance and some funding to get us started. We need someone to trust us.”

Mind Matters Burntwood participant

The Development and Sustainability Team have been funded by Burntwood Town Council and Lichfield Council for three years to support our developments in Lichfield District. Funding supports the role of Project Support Coordinator, taken up by Ben Longmore, and office space at the Old Mining College.

The new office not only provides more space for project management and for group work, but also provides a new counselling space, ensuring that people from Burntwood have somewhere close for talking therapy sessions.



Burntwood Town Council Celebrates Project Success

In April 2024, Burntwood Town Council awarded two local organisations a grant of £5,000 per year for three years to provide services locally that support adult mental health and wellbeing, and young people.

Platinum Boxing and Burton & District Mind each received a grant, and one year, the Town Council has been celebrating the success of these projects.

Burton & District Mind have established themselves as a new provider in Burntwood, offering services and support to adults with their mental health and wellbeing including a Music Mindfulness programme, Mind Makeover sessions for women, Creative Spaces arts project for people who identify as LGBTQIA+ and an ecotherapy project, as well as providing a venue in Burntwood for residents to access free NHS talking therapies.

Cllr Di Evans, Chair of Community and Partnerships said:

“Burntwood Town Council is pleased to support Burton & District Mind’s new initiatives and help with funding to enable Burntwood residents to access mental health and wellbeing support. Help at the point of need is crucial for so many and being based locally is also important.”



Pictured: Cllr Paul Taylor and Cllr Di Evans with Keri Lawrence and Ben Longmore.

Development and Sustainability Report

AGM Report 2024-2025



Annual Volunteer Report

Over 2023-2024, we reported that we had 23 volunteers who donated 649 hours, worth over £6,700 to our charity, this meant we were able to reach out to an extra 815 people with mental health problems.

This last year (2024-25), we have had 28 different volunteers donate a total of 1,612 hours over 441 reported occasions, this is worth a value of £18,436. We have been able to reach out to an extra 1,804 people this last year due to our wonderful volunteers.

This is extraordinary: many charities are reporting having less volunteers and we have had even more! A huge thank you to all our volunteers for all their generous donations of time and skills.

While it seems somewhat incorrect to rank volunteers on how much time they have donated, as everyone has different levels of availability.

However, it does feel right to highlight the donations of both Karla Billington and Lesley Kirk have both given over 400 hours each!

Our volunteers, on average, connect with 4 people with mental health problems when they donate their time!!!

Our volunteers would rate their usefulness when they volunteer at 4.7 out of 5!!!

Karla has now joined the Safe Haven Team and Lesley has joined the team of Paid Associates on Mind Makeover – we think this is evidence again that volunteering can and does lead to paid work.

Thanks again to everyone involved including Amina, Emma, Jo, Ben and Oliver for supporting our Volunteer Programme.



Development and Sustainability Report

AGM Report 2024-2025

Mind Makeover

Funded by South East Staffs Healthy Communities and National Lottery, Burton & District Mind development and delivered two pilot programmes of psychoeducation at Lichfield Fire Station Community Room.

Psychoeducation is an intervention where mental health workers educate clients about specific mental health conditions, including diagnosis, symptoms, treatment options, and coping strategies. It aims to empower individuals by providing knowledge, reducing stigma, and promoting a proactive approach to mental health.

The initial concept was provided by David Salt, Peer Group Facilitator. The programme of work was co-produced by people with experience of mental health problems, and led by trained and supported volunteers.

The workshops covered a range of topics including Empathy and compassion, Local service provision, Emotional Intelligence, Crisis and Recovery Planning, Mindfulness, Assertiveness, Self Confidence and Confidence.

Participants will complete the workshops with a completed Recovery Plan that they have been developing throughout the sessions.

The format is straight forward; our facilitators briefly talk through some familiar mental health theory and the group spend the rest of the session, with a cup of tea and biscuits, discussing how to practically apply that theory to their situation.



Development and Sustainability Report

AGM Report 2024-2025

Mind Makeover

Goal	Target	Result
Number of individuals benefiting from the sessions.	12	15
Respondents reporting an increase in their mental wellbeing.	75%	87%
Respondents reporting a positive impact on their self-esteem.	75%	97%
Respondents to report a positive impact on social connectivity.	75%	84%
Net Promoter Score	50	85

As part of Workplace Wellbeing, we offered to trial Mind Makeover to Punch Taverns staff both face to face and online.

This was also well received and the proceeds of this enabled Burton & District Mind to deliver a further eight-week programme to a Ladies Group in Burntwood.

Burton & District Mind now have a co-produced programme of psychoeducation that can be delivered to a range of audiences to need.

Furthermore, as we build our Workplace Wellbeing offer, this project will be self-sustained for the future.



“I found the courses insightful and I feel like I've gained a greater understanding. I've also found myself adopting small skills into my daily life, taking nudges of information from the sleep session, neurodiversity, managing stress, being you (confidence)”

Punch Participant

Development and Sustainability Report

AGM Report 2024-2025

Fundraising and Corporate Social Responsibility

We have had another bumper year for donations and fundraising.

A huge thanks to all of our supporters and donors. Funds are being used to help our volunteer programme and peer support groups, provide a participant bursary, and to pilot new innovations.



- **Elaine Prichard and Labour of Love book sales**
- **ESBC Mayors Donation**
- **Dom and Finch Consultants**
- **Enterprise - rent a car**
- **Punch Taverns**
- **Ceva Logistics**
- **Safe Haven Team with Moving Mountains**
- **East Staffs Lottery**
- **Oak and Ivy pub, Burton on Trent**
- **Muchloved**
- **BASE and Pete Bourne**
- **Burntwood Wakes**
- **Sparkle 18**
- **Lichfield Kaleidoscope Choir Concert,**
- **The Plough pub in Horninglow**
- **Little Strawberries Nursery**
- **The family of Alix Knowles**
- **Curries**
- **Burton and District Ladies Bowls Association**
- **Rykneld Primary School**
- **Tea and Tots**
- **Russell Roof Tiles**
- **Radis Collection**
- **DHL**
- **Howdah - Parking at Ankerside, Tamworth**
- **Devonshire Arms pub, Burton on Trent**
- **SP Sports**
- **Malcom Bridges**
- **Marstons Social Club**
- **Home Instead**
- **B&Q and Wincanton**
- **CAMRA Beer Festival**
- **Oddfellows**



Development and Sustainability Report

AGM Report 2024-2025

Fundraising and Corporate Social Responsibility



THE FELLOWSHIP OF THE GEEKS
24 HOURS OF PURE TABLE-TOP GAMING FOR LOCAL CHARITY

Quest Update!!!!

17 Noble VIPs and 22 Heroes, supported by a shop full of squires and henchmen, battled tiredness and exhaustion for 24 hours to engage in tabletop and card games on 25 May 2025.

Victories were won, losses were... Erm... lost!

The War of the 21 Armies concluded in a peace treaty between the High Elves and the Iron Hill Dwarves. The raffle was ravaged and much goods were looted! And as the clock struck 10am on the morning of 26 May 2024, 20 brave companions were still going strong. We are proud of all you.

In total we raised
£1,111.20
for Burton and District Mind

We are now working on our plan to bring a new peer support group for people with mental health problems and traits relating to neurodivergence to Burton on Trent very soon!

If you feel you would like to volunteer for this, or to help fundraising events like this one, get in touch at:

volunteering@burtonmind.co.uk

In the meanwhile, please accept our sincere thanks from Keri, Tom, and Jimmy for an excellent event.

In aid of **mind Burton and District**

Burton and District Mind is a registered charity in England & Wales #1140492. You can support this event with a donation at www.burtonmind.co.uk/donating

 Registered with FUNDRAISING REGULATOR

Event Supported by: Geek Retreat Burton, Pirelli Muddy Boots, Queen Street Community Centre

Development and Sustainability Report

AGM Report 2024-2025

Increased Capacity and Infrastructure

Staff and volunteer Training

As well as the Induction and NHS eLearning required by all team members, the Development and Sustainability Team facilitated arrangements of the following training for staff and volunteers:

- Mental Health Awareness
- Mental Health First Aid
- Active Listening
- Leadership Skills
- Emergency First Aid at Work

Community Representation

The Development and Sustainability team had representation at the following Mind Communities of Practice:

- Physical Activity
- Communications
- Lived Experience
- Fundraising

We also represented Burton & District Mind at the following events and activities:

- Support Staffordshire VCSE Forums: East Staffs, Lichfield and Tamworth
- South East Staffs Healthy Communities Forum
- Staffordshire Mental Health Forum
- Staffordshire County Council Public Health: Suicide Prevention
- Staffordshire County Council Public Health: Community Wellbeing
- Meeting of the Minds event
- Burton Pride
- Lichfield Pride
- Burntwood Wakes

Newsletter, Social Media and Website

In August 2024, Tom Lawson came onto the Development and Sustainability Team as Communications Coordinator. He has successfully published 11 editions of the internal newsletter received by trustees, staff, volunteers and associates. This has showcased successes, highlighted campaigns (such as Longest Night and Time to Talk Day), and ensured the whole team has up to date information on developments, training opportunities, new team members, and projects & services that they can signpost and refer to.

Tom has developed the social media approach, including setting up a Bluesky channel and increasing the number of followers on Facebook to 800.

Development and Sustainability Report

AGM Report 2024-2025

...Our Aims for 2025-2026

Since 2025, the Development and Sustainability Team have grown from strength to strength each year, finding even more creative ways to identify the needs of our communities and audiences, design solutions and generating resources in an ever more challenging environment to deliver. However, the mental health emergency does not appear to be letting up. In addition, as we improve our ability to reach audiences new to our charity, we discover further complexities and challenges which enrich our problem-solving capabilities and our ambition to achieve even more.

Throughout the next year, we will continue to strengthen our ability to connect and understand underserved communities, including:

- Black, Asian and Eastern European communities
- Young people
- People experience
- LGBTQIA+ audiences
- Disabled people and people with neurodiverse traits
- Refugees and asylum seekers
- People at higher risk of suicide

We will continue to explore new provisions to meet needs, including leaning further into:

- Sports and physical activity
- Unusual hobbies enjoyed by neurodivergent people
- Psychoeducation and creating learning environments
- Making more of the beautiful natural environments around us
- Exploring digital and online opportunities
- Developing local networks that support equality, diversity and inclusion
- Strengthening relationships with local businesses and finding new partners

We will also improve our work with decision makers and strategic partners in continuing to raise the profile of mental health provision and the needs of our community.

Keri Lawrence

Development and Sustainability Officer

Future Focus

AGM Report 2024-2025

This 2024–2025 report outlines the continued collaborative work of Burton & District Mind (lead partner), BACT, BBaF, CT CIC, CCC, and YESS in delivering the Future Focus service across East Staffordshire, Burntwood, Lichfield, and Tamworth. This year has seen meaningful developments in leadership, team growth, participant-led activities, and innovative changes to service delivery in response to increased demand.

Key achievements include a total of new 272 referrals, with 245 participants actively engaging with the service. This does not include any existing participants already open to the service. The team expanded with the recruitment of a Deputy Team Leader and one new Recovery Worker, strengthening capacity across all areas. Notably, the co-produced Mind Harmony Ladies Group has emerged as a vibrant social and emotional wellbeing offer for South Asian women, and a Men’s Group at BACT has shown encouraging outcomes in male engagement and independence.

Improvements in triage processes and updates to participant resources, including a redesigned handbook and action planning tools, have contributed to a more personalised and participant-centred journey. Despite continued challenges from high referral volumes and limited external service responsiveness, the team has worked tirelessly to maintain quality and uphold the values of compassionate, community-led mental health support.

Achievements and Outcomes

- 272 referrals received across 2024–2025:
 - 156 in Burntwood, Lichfield, and Mercian
 - 116 in East Staffordshire
- 245 participants progressed into active engagement
- 5772 appointments booked 2024 - 2025
- Streamlined triage process introduced to improve allocation time and clarify suitability
- Team expansion to include team member progression to Deputy Team Leader role to assist with triaging requests for support and recruitment of another Recovery Worker to work predominantly in the Mercian are to create more capacity in an already overwhelmed locality.
- Participants consistently report they “wouldn’t have been able to do what they needed to without their Recovery Worker”
- Some shared disappointment in statutory services, reflecting the vital role FF plays in filling those gaps.
- Group activities introduced: including nature walks, pool groups, mindfulness practice.
- Men’s Group at BACT fostered greater engagement and reflection among male participants, with some achieving closure following group involvement.
- Mind Harmony Ladies Group co-developed by Recovery Worker Shakila Shaheen provides holistic, culturally appropriate support for Asian women, with additional partnership input from local mosques and health providers.

Future Focus

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Case studies and participant feedback continue to be a vital source of evidence in demonstrating the effectiveness and reach of our service. The following examples reflect the outcomes we strive for.

Case Study

Participant Background

This participant is a young woman with learning challenges, a history of psychosis, and past experiences of sexual abuse, which she spoke openly about during our work together. These experiences had a significant impact on her confidence, body image, and sense of safety. She also lives with Irritable Bowel Syndrome (IBS), which affected her daily functioning, food choices, and wellbeing.

When we began working together, she was isolated, anxious, and lacked confidence in both herself and her abilities. However, she presented with clear goals:

- To lose weight and feel better in her body
- To learn how to use gym equipment confidently and independently
- To gain the confidence to apply for voluntary work
- To manage her IBS more effectively through diet and routine

Support Provided

Building Trust Through Shared Interests

We started by meeting for a cup of tea, with no pressure to dive straight into goal setting. These early meetings helped build rapport and trust. We discovered a mutual love of films, She particularly loves Harry Potter (which I had to go away and do my homework on as I knew very little but felt it was something we could connect over), this became a regular talking point and comfort throughout our sessions.

This foundation of connection helped ease anxiety and create a safe working relationship.

Gym Confidence and Physical Health

Once she felt ready, we began attending the gym together three times a week. At first, we worked side-by-side to reduce fear and build confidence. Gradually, I stepped back first waiting in the leisure centre café, then meeting her before or after at a separate café nearby. She now attends the gym independently and has exceeded her own expectations in terms of fitness and routine

Within six months, she reached her target weight, and reported feeling stronger, more confident, and more in control of her life.

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Managing IBS and Food Awareness

To help her manage her IBS, I introduced a food diary. Together, we looked for patterns and trigger foods, eventually creating a structured but flexible eating routine, including planned treat times. To strengthen this support, I also worked in collaboration with the care workers in her supported living setting. I shared the routine with them and asked that they encourage her to complete her food diary daily, which they consistently did.

She also attended an online group focused on nutrition and healthy living, which gave her additional tools and confidence around food choices. Over time, her IBS symptoms became more manageable and less disruptive to her daily life.

Trauma-Informed Mental Health Support

Our sessions often included gentle, open conversations about her past experiences of abuse and the ongoing effects of psychosis. We explored these topics at her pace, using grounding strategies, routine, and self-regulation tools.

Her growing fitness and independence became protective factors, helping her feel more resilient and in control. As her routine stabilised, she began reporting fewer distressing symptoms and showed increased confidence in public and social settings.

Volunteering and Independence

Once her confidence grew, we worked on building her digital and job-search skills. I supported her to navigate the Indeed app, create a CV, and practise applying for roles. I also referred her to STEP ON, a specialist employment support service, but before she reached the top of the waiting list, she successfully applied for and secured a volunteering role at an Air Ambulance charity shop. She now volunteers three days a week, engaging with the public, managing responsibilities, and feeling proud of her contribution to the community.

Current Progress

She now:

- Attends the gym three times a week independently
- Volunteers regularly, contributing to her community
- Manages her IBS with a structured food routine and consistent diary tracking (supported by her care team)
- Uses self-regulation strategies to manage psychosis
- Presents with significantly improved confidence, resilience, and emotional wellbeing

Future Focus

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I continue to see her regularly out and about in the community, engaging with others, smiling, and standing tall. She often reflects on how far she's come and how proud she is of the life she's now living.

This case demonstrates the power of compassionate, trauma-informed, and joined-up support. Through consistency, trustbuilding, and collaborative care, we supported her to transform not just her physical health, but her confidence, independence, and self-worth.

Working closely with her care staff, and reinforcing progress with shared interests, practical structure, and empowerment, helped her take ownership of her goals. What started as a weight-loss journey became a full-circle recovery story, one of healing, self-discovery, and genuine pride. She still keeps in touch and I recently received this text from her: "Thank you so much for helping me to reach my goals, I have lost another 0.7kg"

Family Member Feedback

Dear Katy,

I am writing to express my heartfelt thanks for the extraordinary support Matt Penn has provided to my brother, B, during his recent transition into supported housing. Matt has gone well beyond the expectations of his role—not only offering consistent emotional support to B throughout this complex and often challenging period, but also physically helping with the move itself.

He rolled up his sleeves to pack boxes, removed rubbish, and accompanied B through what was a highly stressful day with patience, empathy, and professionalism.

As a family, we are deeply grateful for Matt's unwavering commitment, his grounded presence, and above all, the kindness and trust he has extended to B. His involvement made an immeasurable difference to the success of today's move and to B's emotional stability during this critical life change.

Please do pass on our sincere thanks and recognition of Matt's exceptional contribution. It's clear that his work is not only valued by those he supports, but also by the wider network of family members who walk alongside them.

Warmest Regards

BO

Future Focus

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Best Practice and Service Delivery

Changes implemented and recognition of areas for improvement

- We have made changes to processes from request for support to allocation to meet align with KPI requirements.
- Refined warm handover process:
- SMS appointment scheduling introduced via SendIT system
- Service introduction with Operations Manager or Deputy Team Leader via telephone call to clarify scope before moving to in-depth pre-service session
- Followed by warm handover with OM or DTL with participant and assigned Recovery Worker
- We continue to work together as a close-knit team using our shared skills and knowledge to provide the best opportunities for our participants.
- Deputy Team Leader leads monthly peer support sessions for troubleshooting, reflection, and team development
- Whole-team meetings held quarterly to communicate updates and facilitate team building

We have made changes to:

Participant handbook redesigned to include an "action plan" mirroring the RIO care plan, while maintaining non-clinical tone

This has resulted in:

Positive reception from staff; work remains to ensure consistent implementations of care plans to RIO.

We have recognised that there is still some work to do on implementing care plans more efficiently, whilst still allowing the participants to have some time to build a relationship with their Recovery Worker. In the new group model, the Recovery Worker facilitating the session will complete care plans earlier in journey

Future Focus

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Looking Ahead

Key developments planned for the coming year:

- Goal-Setting & Progress Groups - For participants with lower-level needs or immediate 1:1 work not required, led by a Recovery Worker; allows for needs triage, peer support, and earlier care planning.
- “Pit Stop” Sessions - Short appointments offered to participants who’ve completed goals but need ad hoc check-ins or signposting. Intended to ease transition and reduce anxiety post-discharge.
- Continued improvements in exit planning, care planning, and response to community mental health gaps.

Overall, the 2024 – 2025 year for Future Focus has been defined by growth, adaptation, and deepening community ties.

Despite growing demand and limited external resources, the team has remained focused on empowering individuals to regain confidence, independence, and connection.

By investing in co-produced group support, expanding the team with dedicated and culturally competent staff, and refining internal processes, Future Focus continues to model a responsive, person-led approach to mental health recovery.

With plans to further diversify the offer in 2025–2026, the service is well-positioned to continue addressing unmet need, promoting resilience, and championing the role of the VCSE sector in the local mental health landscape.

Katy Lawrence
Future Focus Team Leader

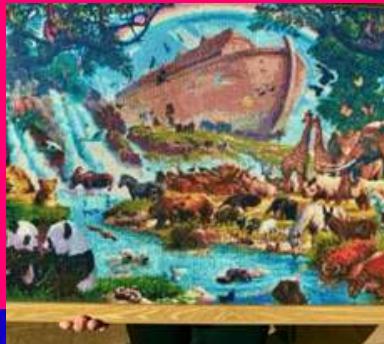
Safe Haven Report

AGM Report 2024-2025

As we come to the end of another year, it is important to look back at how far Safe Haven has come. It has been a year of huge progress, change and growth and we should be proud of what we have achieved.

Month on month, the demand for Safe Haven has continued to rise. We have supported more people this year than ever before, each with their own challenges, backgrounds and stories.

We have continued to utilise our varied programme of activities, including craft sessions, knitting and diamond art, baking, resin making, T-shirt making, our “Wellbeing Wednesday” healthy eating on a budget initiative, seasonal crafts such as pumpkin carving and wreath making, as well as indoor yoga and dance sessions, as a means to support our participant wellbeing and recovery.



Safe Haven Report

AGM Report 2024-2025

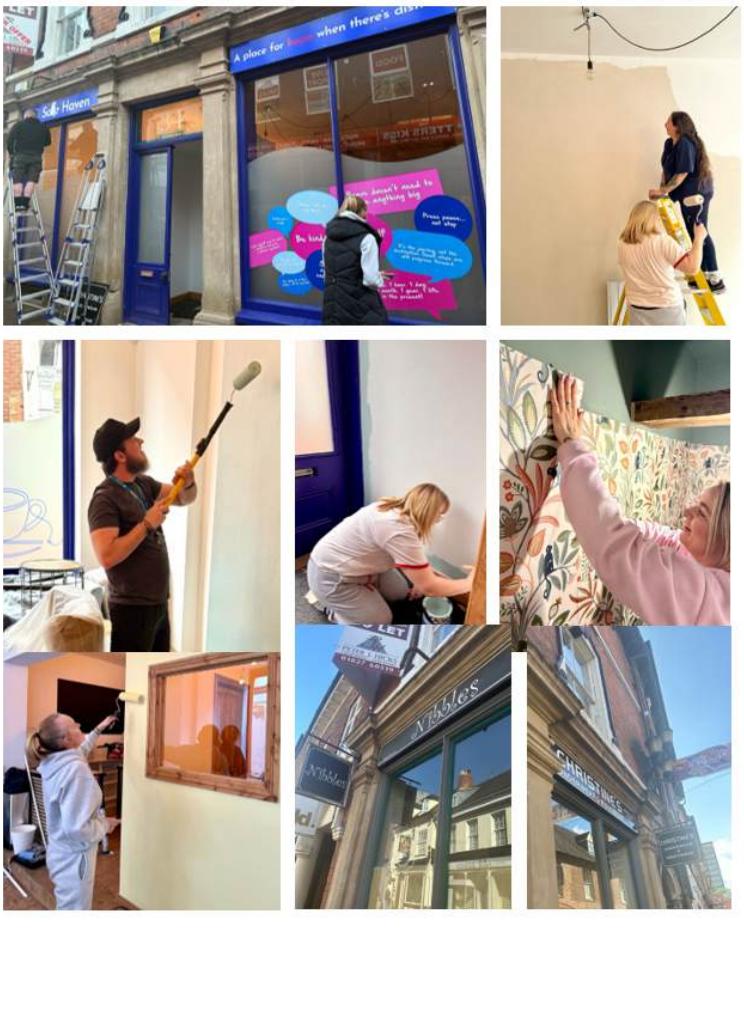
The primary focus, and a major milestone this year was securing our own building. After years of looking, we viewed 34 Market Street on 20 August 2024, then a month later we got the keys and opened the doors to the public. The whole team worked incredibly hard to make the space feel professional, warm and welcoming.

Since moving into the new premises, we have seen a significant rise in attendance, with over 300+ visitors a month. As we move into the next year, we will continue to build on this momentum, expanding our activity-based wellbeing work, strengthening peer support, and developing more opportunities for people to feel understood and connected.

We continue to work closely with the NHS, Emergency Services, Crisis Teams and other local mental health providers, to make sure we are offering high-quality, joined up care to the people who use our service.

Thank you to everyone who has supported Safe Haven this year: staff, volunteers, partners, fundraisers, and the community we serve.

We look forward to the year ahead at 34 Market Street!



Safe Haven Report

AGM Report 2024-2025

Client Feedback

Here are a few of our “Daily Gratitude’s” that our participants anonymously write during their attendance at the service.

“Thank you all so much. I feel like for the first time in years, things are starting to make sense again.”

“Safe Haven is the only place I feel I can breathe. You lot have kept me going.”

“You make me feel safe and not dumb, thank you for listening to me.”

“If I didn’t have this place to come to when my head goes funny, I’d probably still be sat in bed avoiding the world.”

“You’ve supported me more in the past two months than services have in the past five years. I genuinely mean that.”

“Coming here gives me a break from all the stress. Without this place I’d have gone backwards, I know I would.”

“I didn’t think it was possible to feel proud of myself again. But when I come here you show me I am actually getting somewhere.”

“Thanks for being patient with me. My brain gets muddled but you always explain things in a way I can understand.”

“Even just talking to you guys for half an hour clears my mind more than anything else.”

Claire Griffiths
Safe Haven Team Leader

Oliver Blakemen
Safe Haven Recovery
Worker

Burton & District Mind CRM System

AGM Report 2024-2025

The Development and Sustainability Team wanted to improve the way data was stored, and to make it easier to access when creating reports. After considering the options available, the Charity Log system was selected.

What is a CRM System and why do we need it?

In short a CRM system benefits a charity by centralising volunteer, staff and client data to improve relationships, streamline operations, and facilitate enhanced cross-departmental collaboration.

Some key benefits include personalised outreach, automated tasks like thank-you or reminder emails, and better tracking of attendance and payments for counselling or activity groups.

Ultimately a CRM allows charities to make more data-driven decisions and increase their overall impact, while storing data efficiently and securely.

Initial Development..

Development began in January 2025 after an introduction and basic training session in December 2024. Ongoing support has been provided regularly by the implementation team at Charity Log throughout the process.

Bearing in mind the small amount of time available, two days a week over 3 months, we have gone from starting to build the system, to having the ability to store staff and client data, including referrals and detailed session data. This was noted by the support team as one of the fastest implementations they had seen, visibly shocked when looking through the system during one of the regular training sessions.

Continued Progress...

At the end of March 2025 the system had started to be filled and records show 39 low-cost counselling clients and 133 private counselling clients entered into the system. We had also begun building systems for activity and peer support groups to collect attendance and feedback data, along with a detailed volunteer journey system that tracks from induction, through training and courses, to exiting the programme.

We plan to expand the systems capabilities to encompass our current and future needs, including integration with the Burton & District Mind website to streamline referrals directly into the CRM system.

Nathan King
CRM Data Administrator

mind Burton & District

