Our Impact Report 2022

West Sussex mind

Chair's report

This year we saw a large increase in need for mental health support for children and young people in our communities.

Our new children and young people's social prescribing service based at GP practices in Worthing and Adur, our new support for parents together with additional support through our young people's services have helped us to meet these increasing needs and we are very proud of the work they have done.

Chair Sue Hawker

We now understand more clearly that some people who need us don't reach out to us for a variety of reasons including that they don't feel we are there for them. Setting up and piloting outreach services to reach these people has been an exciting development for us. It has been great to have a Polish speaking outreach worker join us and a peer outreach worker working in the most deprived areas in Arun district. We expect to do more of this in 2022-2023.

We have been able to expand our work, often due to our partnerships with other charities like YMCA Downslink Group, with GP practices and primary care networks.

During the year we also recognised that in order to be a charity for everyone who needs us, our Board needed to truly represent our diverse communities.

I have been delighted to lead this work and oversee a board development and recruitment programme, resulting in some new trustees joining our Board early in 2022-23. Embedding the co-production of our services with people with lived experience of mental health problems is key for the success of our charity.

A number of long-standing trustees have moved on to make way for the new. Two trustees who retired in 2021-2022 who have made outstanding contributions to our charity and through this to mental health support in West Sussex were Neville Pressley and Denise Carroll.

Neville was a founding member of Worthing Mind many years ago and served as a trustee, including as Chair and most recently treasurer for many years. He helped steer our organisation to be the charity it is today, and we are so grateful to him for this.

Denise was a founding member of Shoreham District Mental Health Association and helped to develop that charity, including the purchase and setting up of the Corner House service in Southwick. In 2019, as Chair, she led that charity through a merger with Coastal West Sussex Mind to become our current charity, West Sussex Mind.

She continued on our Board until 2022 to ensure that the interests of people with mental health problems in Adur were being effectively represented.

We became more accustomed to running services during a pandemic in 2021 and 2022 but in some ways it was harder.

I know that two years of working and contributing during a pandemic has taken a big toll on many people in public service. So I want to say a huge thank you to all our dedicated staff, trustees, volunteers, members, supporters, and funders for their hard work and continuing support for our organisation.

Your dedication and commitment to our work has shone through and helped us to achieve so much. Thank you again. We could not do what we do without you.

Sue Hawker

Sue Hawker, Chair

More people supported

6,347
people supported

15,127
individual interventions

14,210
people reached with anti-stigma/ awareness raising

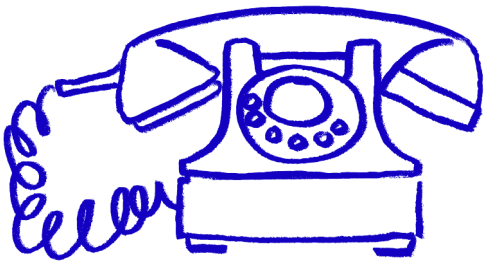
720
children and young people (up to 25) supported

4,686
trained by us

8,905
group activity attendances

How we made an impact on mental health

Our figures for 2021-2022



Help Point

7,679

calls answered by our Help Point team

954

people requested support by using our website form

619

of them were referred to our own various support services

1,457

were given advice, information or signposted to other organisations

Our social activities

1,199

Group activity sessions held in a mix of in person and online

5,996

attendances in total

357

Individual people received support planning from the team

Adults

5,203

adults supported in our Pathfinder services across our areas and a further **983** through our mental health workers based in GP practices

Website

39,050

people visited our website, with

45,750

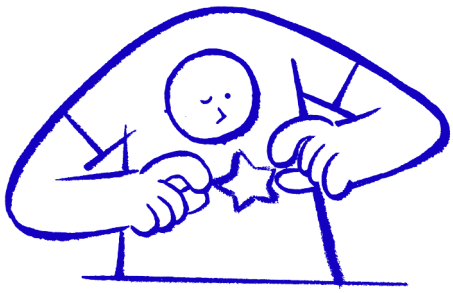
views of our pages covering help, support, self-care, information and advice

Social media

3,200 followers

2,800 followers

1,500 followers



Young people

In our Be OK service for young people (16-25), we held

168

group activity sessions, with **701** attendances

There were

820

Individual sessions of one-to-one support

81%

of those who completed the survey reported a positive change or stability

93%

of those who did a feedback form said our service was GOOD or EXCELLENT

Mental health training

In 2021-22, our training team continued to reach a greater audience with online events and learning opportunities. They also offered face-to-face training where this was possible. In total, 4,686 people received training through us.

"The teaching was excellent! I am already sharing with colleagues some of the useful information I got from attending. Have advised that they book themselves on as soon as possible." PK

Suicide prevention

We launched a self-harm learning network for school staff and parents in partnership with another charity, YMCA Downslink Group, in September.

This network, which is part of the Sussex ICS suicide prevention work, aimed to increase confidence and skills of school staff to support children and young people who were self-harming. The networks ran 13 sessions for schools with 118 schools attending, and 12 sessions for parents, with 299 parents attending.

A total of 467 people did the START Suicide Prevention course run by Living Works using free licences provided by us.

"This is so near and dear to my heart. It's good to have a programme that can reach teens too." Ella, teacher and mother of two

Through funding from West Sussex County Council, we provided adult and youth mental health first aid training to staff in the county council and partner agencies.

The training team also ran a range of bespoke training for businesses and organisations in West Sussex, including mental health first aid and programmes to support Menta Health at Work Week, promoting good mental health in the workplace and supporting staff with poor mental health.

553
people received workplace training

276
completed the Youth Mental Health First Aid course, and a further

110
school staff also completed it.

111
Council staff received mental health training

145
completed the Understanding Mental Health course available free to anyone on our website.

Autism development

Our autism training, in partnership with Aspens and Impact Initiatives was funded through Health Education England.

474
professionals completed the training in autism for those working with children and young people

180
completed our autism e-learning courses

131
attended our range of autism workshops for parents and carers.

Equality, diversity and inclusion

Our new Equalities, Diversity and Inclusion working group met throughout the year and, using data and information, we set a priority to pilot outreach work into areas where we knew that people receiving our support were under-represented or where we knew need was most high.

Community outreach

We welcomed a Polish speaking community development worker into our team in June. She connected with **61** local organisations in Worthing and Littlehampton and gave one-to-one advice to **33** people.

In Littlehampton, a new peer outreach worker started in December, reaching out to people living in the most deprived areas of the Arun district. She supported **24** people who were struggling with their mental health and not accessing services. She also recruited **8** peer volunteers and **7** community champions. Tackling stigma and discrimination and raising awareness within these groups and communities is a vital part of their roles.

Challenging stigma and raising awareness

There were **40** volunteer champions who helped raise awareness about mental health through our Moving Minds campaign.

Our film about the campaign was shown at Worthing's Dome cinema and seen by **13,000** people.

We supported **265** year six pupils with mental wellbeing and self-care as they prepared to transition to senior school.

"I was having scary and intrusive thoughts. After talking to your Polish speaking worker, I already felt better being able to say my thoughts out loud to someone and I agreed to see my GP. I then started attending your groups and made friends.

"I wouldn't have reached out for help anywhere else because I was scared I wouldn't be understood. The fact West Sussex Mind had someone available for me to speak with made me happy. "

Through our work in communities challenging stigma and raising awareness, we reached a total of

14,210 people.

Christine's story

Christine is a volunteer, using her experience of mental health issues to support others.

I was a service user who was invited to take the peer mentoring course. I can't work full time, due to my disabilities but I have known for many years that I love helping and supporting others, which in turn improves my well-being.

My primary role with West Sussex Mind is as a volunteer peer mentor. Peer mentors help to support service users on an individual basis. For example, I sometimes support service users to attend new groups, because we all know that going somewhere for the first time can be quite daunting.

So initially, I'll attend the first four sessions with them and see how they are getting on – if they are happy to enter the room unaccompanied and to sit with others. For some people, it takes longer than four times, due to severe anxiety.

I have also been on interview panels for internal and external roles and have helped at events to recruit new volunteers. I'm a Champion for West Sussex Mind and I host two Zoom groups and a get together session at The Gateway in Worthing. I have also been on panels as a service user to voice opinions about West Sussex Mind's services, most recently as part of its Equality, Diversity and Inclusion panel.

It is a real boost to my morale, confidence, self-esteem and pride to know that I helped just one person a week take that first huge step towards the start of their own recovery.

The stigma towards a person with a mental health condition, even now, is just so awful. So having a peer mentor with lived experience to help someone who is struggling can give the mentee hope that things can get better.

I'm a prime example of improvement – of the progress that can be achieved if you take things at a steady pace.

I also think that it helps mentees just knowing that the person who is helping them completely understands their anxiety, panic, depression or whatever they are struggling with.

Emma's story

Emma was struggling with how she was feeling when her baby was born.

Life became extremely lonely when my first child was born and I was anxious all the time, as I didn't know whether what I was doing with my baby was right or wrong. I was panicking over small things.

None of my friends had babies, so no-one really understood what I was going through. I had the support of my husband but when he went to work, my anxiety would really kick in. I couldn't deal with my little girl screaming. My mind would go blank and I would have to put my daughter down and I felt bad doing this.

I was so anxious and felt like a bad mum due to all the emotions I was experiencing.

My daughter was born prematurely at 35 weeks and we had an extremely tough and emotional three weeks in the neonatal unit with difficulties with my daughter feeding and intense worry that she was going to be okay. I think the trauma of this made me disconnect and I didn't bond with her. I really felt low and emotional – and I just had no energy to look after myself, let alone this tiny human being I had just given birth to.

Getting help with West Sussex Mind's Families in Mind has helped me to meet other people in comfortable, safe surroundings, where I can talk to other parents and feel more at ease and not judged.

I am able to care for my baby much better now and with greater confidence. And I know that if I have any queries or need any help, I can contact the mental health support workers at West Sussex Mind and they will help in any way they can. It's lovely to know you have that back-up and can still reach out if you are having bad days.

I definitely have more good days since I reached out for support and I don't feel so lonely anymore. Getting support has helped boost my confidence since having a baby – because I really had hit rock bottom mentally and physically.

Without West Sussex Mind, I honestly do not know where I would be right now as a new mum.

Older people

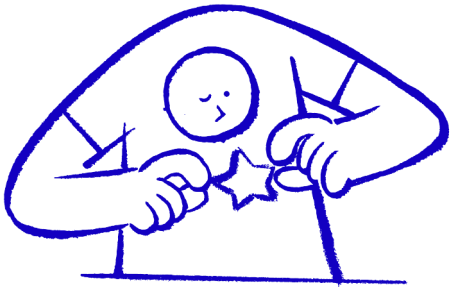
We had a new service from July 2021 for people of 65+ in Bognor, Chichester and Adur.

161 people supported

155 group activity sessions

1,186 individual support sessions

Crisis prevention in Worthing



It was the first full year of our crisis prevention service, Staying Well, in Worthing, with an average of eight people supported every day.

2,912

sessions of one-to-one support

92%

of those who did a feedback form said our service was GOOD or EXCELLENT

83%

felt the Staying Well service had made a positive difference to how they managed their mental health

Families with young children

163

parents received individual support with us

1,022

total attendances at group sessions

Parenting support

Our new parenting support for those helping their children with their mental health provided online self-study courses to **211** parent carers. We gave individual advice to **25** parents (from December 2021).

Involving people with lived experience of mental health problems

We have continued to involve people with mental health problems in our work, including through forums and feedback surveys. Involvement through volunteering has also continued to be strong. Forty volunteer mental health community champions and eight volunteer peer mentors supported us during the year.

We also developed a plan to ensure the lived experience of mental health problems of people we support, staff, volunteers, trustees and the wider community was at the forefront of our work.

Part of this included recruiting a person with lived experience as Chair for our Equality, Diversity and Inclusion (EDI) co-production panel (who joined in summer 2022).

In addition, we continue to have Kirk Lord, who has a wealth of experience as a volunteer peer mentor, on our Board of trustees.

Staff and volunteers

This year we completed our first diversity audit, through which more than 70% of our staff said they had their own lived experience of mental health problems. This is something we thought was the case and we were pleased and proud to confirm it.

At our December staff conference, we discussed how we will fully utilise this lived experience expertise within our work and organisation.

Through the year we have continued to develop our recruitment processes and learning to help us become a more diverse organisation. Large numbers of our staff and volunteers attended LGBTQ+ training delivered by Allsorts which was well received.

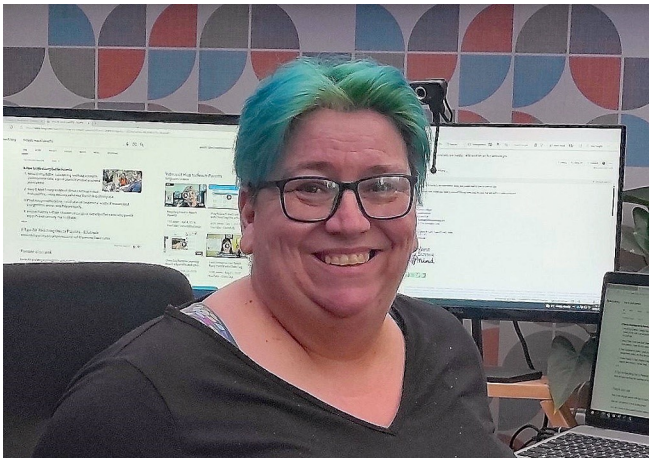
Recruitment has been a country-wide issue over the last 12 months, and we did see this affect us. In response, we uplifted our Grade 1- 3 roles to ensure we remained competitive, and we have successfully filled all our vacancies throughout the year.

We also took part in the Kickstart initiative and were fortunate to have four young people join us, bringing in their fresh perspective and skills while gaining experience to prepare them for future roles.

Volunteers continue to be a focus for West Sussex Mind and through the year we worked hard to ensure we are prepared and equipped to manage higher numbers of volunteers. Our volunteers can add so much value to what we are able to offer.

Communications

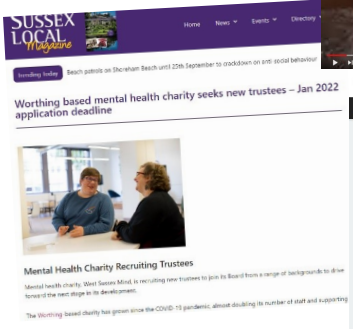
Effective communications are essential for people to know we are here and can help, and to get public and community support for our work

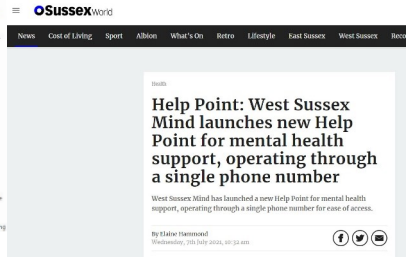


Self-harm learning network manager Alison wrote a blog for our website on her reflections on LGBT+ History Month after coming out as a lesbian at 45

Our communications work included:

press coverage, videos, web content, social media and more





Some of our popular social media posts...

Effective communications are essential for people to know we are here and can help, and to get public and community support for our work and mission. During 2021-2022 communications continued to be a high priority for us. We increased our communications team, creating an additional permanent part-time role, and the team also benefited from intern and trainee roles during the year.

In addition to publicising our regular services, the team launched and promoted all our new developments including our Help Point, outreach work and parents' support.

One large area of work for us during the year was switching all our communications into the new branding, launched by national Mind. It was a significant task but we really welcomed the refreshed branding and wider range of options it gave us.

The communications team has been an active part of our Equalities, Diversity and Inclusion working group and worked hard throughout the year towards make all our communications inclusive and to reach more diverse audiences.

One particularly successful campaign led by communications was our trustee recruitment drive. The team created videos, news stories and a broad and a far-reaching social media campaign to promote opportunities. Through this we received many more and diverse applications than previously. We recruited three new trustees as a result.

Other communications highlights included:

- Introducing Polish language pages on our website
- A new video showcasing our peer supporters
- A range of stories on our supporters' fundraising efforts
- A fun video promoting active outdoor fundraising during the pandemic
- Producing a range of new leaflets
- Leading on communications for a partnership campaign to prevent suicide.

The communications team also continued to lead the communications work for the Pathfinder Alliance through the year.

Financial review

In 2021-22, West Sussex Mind spent £2,521,367 providing services, which was a 23% increase on 2020/2021. During the year our principal funders were:

- NHS Clinical Commissioning Groups
- West Sussex County Council
- GP practices and primary care networks
- National Lottery Community Fund
- Age UK
- Mind.

These sources of funding are generally linked to a contract to provide a specific service,

For example, the NHS contract is for our main Pathfinder support services for adults while West Sussex County Council funds some of our support for our young people's support and training services.

The year 2021/22 was the third of our three-year contract with Clinical Commissioning Groups (CCGs) for our main mental health support services from 2019 -2022 but we are pleased that a further contract for the same amount has been secured to run for a further two years from April 2022 to March 2024. We have also secured contracts with West Sussex County Council and CCGs to continue to provide youth mental health services across West Sussex for 2022-2023.

In addition, we have contracts to provide training and support services to staff working with young people and parents for 2022-23.

Our funding from the National Lottery will continue for our parental mental health service, Families in Mind, while partnership working with Age UK helps to fund our older people's services in the county.

Thanks to all our partners

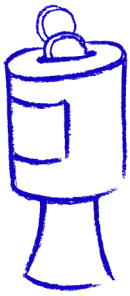
Our work has been supported and enabled by strong and effective partnerships with a wide range of organisations. In 2021-2022 this has included:

- Sussex Partnership NHS Foundation Trust and other West Sussex mental health providers involved in the Pathfinder West Sussex Alliance
- Worthing Counselling Centre
- Guild Care and Age UK West Sussex Brighton & Hove
- Carers Support West Sussex
- NHS primary care networks and GP practices
- Borough and district councils, West Sussex County Council
- Turning Tides
- YMCA Downslink Group
- Allsorts Youth Project.

Fundraising and donations

Kaz took on an outdoor swimming challenge

Runners in the Worthing 10k



During 2021- 2022 we started developing a new fundraising strategy for the organisation which was agreed early in 2022-23. Our new strategy recognises the importance of communicating our case for support effectively and of engaging long-term supporters and donors. We have set targets for ourselves to increase our fundraised and non-statutory income.

It was a challenging year for fundraising due to the pandemic and, understandably, people were hesitant about booking and taking part in fundraising activities. We did, however, hold a Mile A Day challenge early in 2021. In October, we were an official charity partner in the Worthing 10k in October and had 50 supporters running it in aid of West Sussex Mind.

We launched our West Sussex Mind lottery through Unity Lotteries. For every £1 ticket bought each week, 50p comes to our charity.

We also set up a Facebook donation button, meaning supporters could make simple donations themselves whilst on the platform or ask followers to donate for birthdays and other celebrations instead of buying presents.

A further new initiative started during the year was a free will-writing service through which people have already pledged to leave us a legacy. In addition, we continued to receive donations online through our website, including some donors who give every month.

"I'm doing my mile a day for West Sussex Mind again. I did it last year and it really helped my mental health through the dark days of January" - participant

Individuals, schools, businesses and other organisations supported us in a wide variety of ways, from challenge events including a sky dive, to a pottery sale and dress down days. We were impressed by the enthusiasm and generosity of our supporters. We are very grateful to them and to our staff, volunteers and trustees who have contributed to fundraising in 2021-2022.

The Trustees are grateful to all the organisations who have so generously supported us financially in 2021-2022.

We continue to be members of the Fundraising Regulator, renewing our membership during the year, and we ensure our fundraising is ethical, open and responsible. All our fundraising activities adhere to the Regulator's Code of Practice.

"We had a closed private Facebook group which created a real buzz for the event" - fundraiser

Millie did a skydive for us on her 16th birthday!

Encore choir held a concert for us

More comments and stories

How the pottery group helped me

Julie was receiving support from West Sussex Mind as she was experiencing severe depression and some anxiety. She was finding the support very beneficial but wanted to do something enjoyable too that she could look forward to – to help keep her mind off mental health concerns.

She saw that West Sussex Mind ran a pottery group. She said she had been interested in trying out pottery for some time and it was suitable for her as she suffered from chronic fatigue.

Julie said issues around mental health regularly came up in the group discussions, which meant they could talk about sensitive topics that they might not have the opportunity to discuss elsewhere. The group also helped her to see that other people were going through similar things, which reminded her that she was not alone.

She found the process of making something out of clay beneficial for her mental health too. "Pottery is a great creative outlet. It's calming and enables my mind to zone out and focus on something else for a period of time," she said.

Her experience of being part of the pottery group was very positive and a real step forward in her mental health journey. "I am in a better place now than before I joined the group." She said she would recommend and encourage others who were suffering with their mental health to join similar groups.

Since going to West Sussex Mind, I have grown in confidence hugely. Before I started support, I was very shy, and my depression made it hard to find any motivation."
- service user

Singing helped depression and loneliness

Marilyn was struggling with depression and loneliness for some time and had one-to-one support with West Sussex Mind, including taking part in get-together groups.

She wanted to get involved with other activities so when one of the support workers suggested the singing group, she jumped at the opportunity.
She had some experience singing with two choirs and was excited about joining the singing group. She said it had a very positive impact on her life and helped her manage her mental health.

An additional benefit was that the group helped her to meet other people. She said that, as someone who had struggled with loneliness too, this is particularly important and valuable to her.

Maryilyn loved the singing itself and said the songs they perform provided a creative outlet and means of expression, which helped her mental health.

Being involved with the group increased her confidence. Previously, whenever she was going out, she used to wear a coat - even in the summer - but now no longer does as she feels more confident and comfortable in her own skin.

"From where I was five years ago, to where I am now, I just wouldn't recognise myself."- Peer supporter Nick

Looking ahead

In 2022-23 we aim to:

Mental health support

- Develop our work in GP practices further through partnerships with primary care networks
- Contribute to the leadership and transformation of community mental health services in West Sussex
- Continue to be involved in the Pathfinder West Sussex Alliance to ensure the provision and development of the best possible mental health support services in West Sussex
- Secure funding for our youth services from April 2023 in order to continue to provide these services
- Strengthen and secure funding from April 2023 for our crisis prevention service in Worthing, working towards being part of a network of out-of-hours support across Sussex
- Continue to support parents and carers of children and young people with mental health problems through new peer support groups and networks and by continuing to provide learning and development opportunities
- Strengthen our social support services and involve more volunteers in this work
- Provide more outreach work so more people can receive support with us, including refugees
- Continue to ensure that lived experience is at the heart of what we do, developing our co-production and expanding peer support.

Raising awareness and anti-stigma work in communities

- Reach out to communities in West Sussex where needs may be highest including in more deprived areas and within Polish and Ukrainian communities
- Continue to raise our profile in the community through effective external communications
- Provide more training to people who work with those who have mental health problems and the community at large
- Continue to develop our use of digital technology to achieve the above
- Establishing peer-led LGBTQ+ groups within our services.

westsussexmind.org

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Email: info@westsussexmind.org

Charity number: 1155918

Company number: 08884776

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