

Oxfordshire  mind

Annual Review 2020/21



Contents



Introduction	4
Our impact	8
Housing	10
TalkingSpace Plus	14
Wellbeing	18
Mental Wealth Academy	20
Peer support	22
Primary Care	26
Safe Haven	28
Embedded services	29
Benefits for Better Mental Health	30
Innovation	32
Volunteering	34
Service user involvement	36
Equality, Diversity, Inclusion and Equity	38
Fundraising	42
Supporters Awards	44
Community	48
Workplace Training	52
Finance Report	54



Introduction from

Daniel Knowles,
Oxfordshire Mind CEO

and

Nick Welch,
Chair of Trustees



Introduction

The year to March 2021 has been a year like no other. We started the year in lockdown and finished the year with many significant restrictions impacting service delivery. Throughout our staff and volunteers have displayed commitment, creativity, and professionalism to the highest degree and we would like to open this review with a record of our thanks to them for a remarkable period of outstanding work. We have been buoyed up by the resilience, positivity, and appreciation shown by the people that use our services and our thanks go to them also.

We are proud that throughout the pandemic we have found ways of continuing to see service users in person where necessary and appropriate, while at the same time finding new ways of helping people – primarily through telephone and internet-enabled services. We have seen record levels of demand for our services and it is clear that the effects of the pandemic on the mental health of our population are going to be significant and long lasting. Oxfordshire Mind stands ready to do our part in helping those that need us.

We have continued to develop our services and you will read in this review of new initiatives, creative new services, increased reach, and record levels of income, staffing, and numbers of people served. We have achieved this despite having reduced fundraising activity – the Oxford half-marathon (our single largest fundraising event of the year) was cancelled and the Oxfordshire Mind Comedy Gala had to move to online delivery. Pleasingly, at the time of writing, we have just had a record number of runners in the half-marathon (300) and the Comedy Gala will be back with a bang in January 2022.

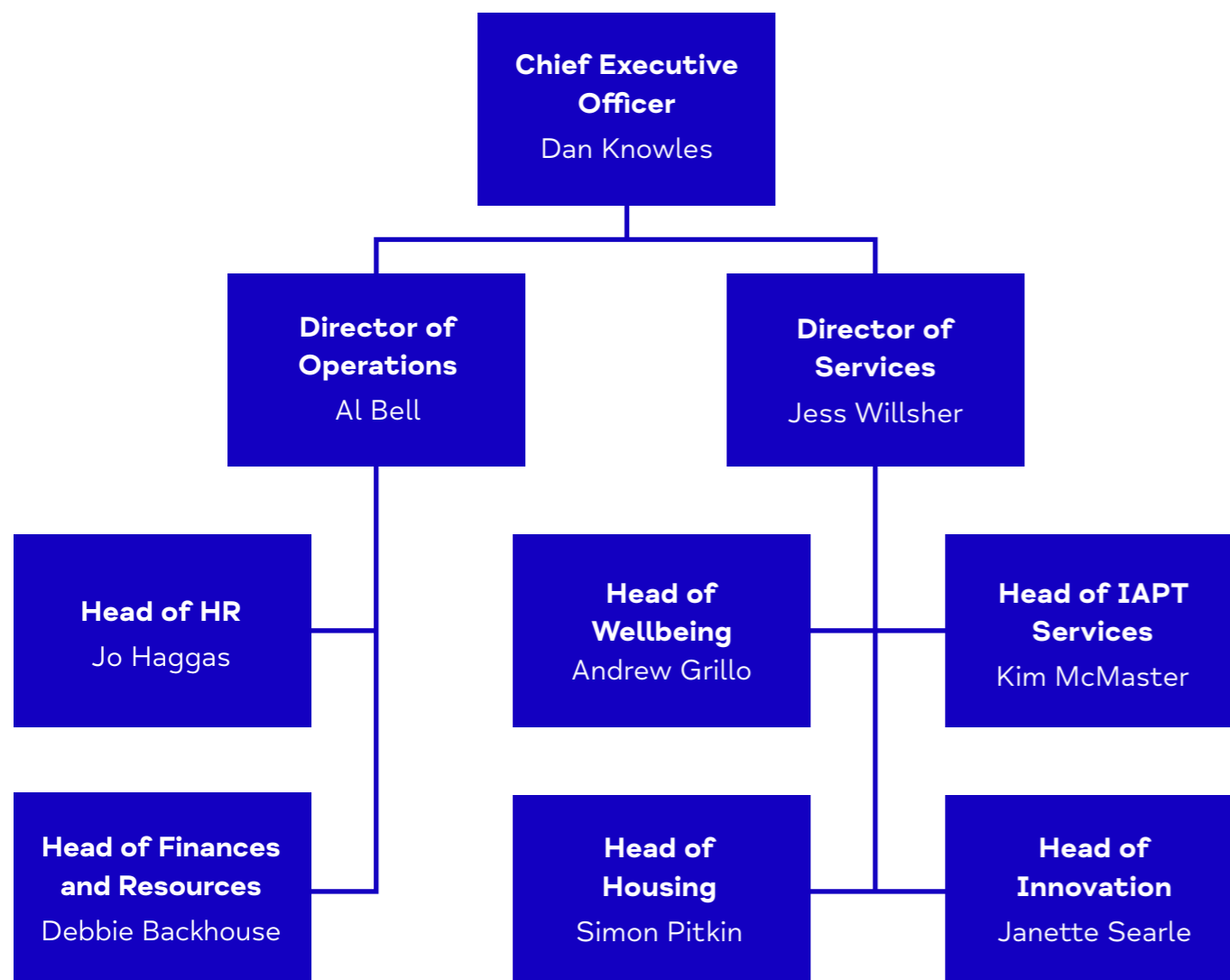
We have also commenced delivery of services in Berkshire – a county with no Mind presence. This has been very much a partnership project working alongside our colleagues at Buckinghamshire Mind as well as partners in Berkshire Healthcare NHS Foundation Trust, and Berkshire Local Authorities. We intend to develop our presence in West Berkshire in the months and years ahead.

Leadership and Governance

This year, as a result of our growth over many years, we have delivered a significant organisation redesign project; the Senior Management Team of Oxfordshire Mind has been bolstered with the creation of a number of new roles.

At Board level we have welcomed some fantastic new Trustees to the Board – each of Adeba Asif, Amy Lockwood, Hugh Richardson and Zena Kamash bring great expertise and skills to our board and we are delighted to welcome them. At the 2021 AGM these appointments will be put formally to our members, and a number of longstanding Trustees will be stepping down – we will recognise their invaluable contribution at this time.

The Senior Management Team now consists of:



Services

Each of our services has continued to develop and perform at the highest levels, and more of this work is detailed in this annual review. We have also made great strides on our Equality, Diversity, Inclusion and Equity agenda. We know the pandemic has exacerbated existing inequalities in mental health outcomes and this will inform the way we design services in the years ahead.

Finances

We had a record income level of over £6m for the first time in 2020-2021, driven by the development of new services and partnership activity. As already noted this was delivered despite not being able to undertake many of the ‘normal’ fundraising efforts and this is a testament to the work delivered by our staff and volunteers day in and day out.

And finally...

Finally we would like to thank everyone reading this for their support of and contribution to Oxfordshire Mind. Our staff, volunteers, funders, partners, supporters, service users and trustees all play a key part in making us what we are today – our thanks to you all.

Our impact

In 2019/2020 we...

Supported



5,029 people

through our Wellbeing services

Delivered

35 short courses & wellbeing workshops



96

sessions

612

attendances

215

service users

76.5%

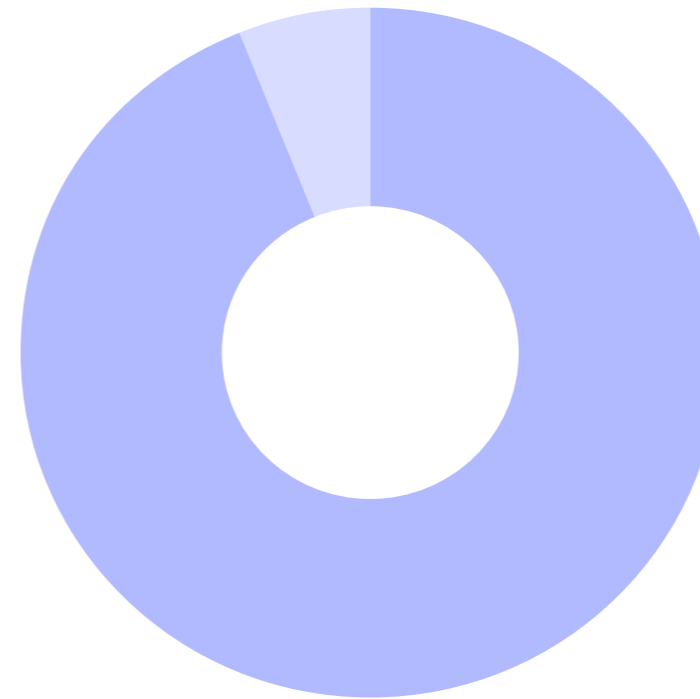
of those who attended a short course showed a **meaningful improvement in their wellbeing score**

Housed



119 people

(previous year 109)



94% of move-on

was to more **independent** or appropriate **accommodation** (previous year 87%)

25 volunteers



contributed a total of

1,240 hours

Within the **TalkingSpace Plus** psychological therapy service,

we supported over 11,769 people

into treatment this financial year (previous year 11,713)

Housing!

Oxfordshire Mind Housing is a well-established supported housing service that has been offering accommodation and support to people who need it for 45 years. We provide housing in various settings, including large and small shared houses and self-contained flats.



The service is for Oxfordshire residents with mental health problems aged 18 to 65 who would struggle to live independently. Our staff are available Monday to Friday 9am to 5pm, and we have an on-call out-of-hours service for emergencies.

Most people come to us from hospital or other medical units, or are homeless. We support residents to move out to independent housing.

We now have 94 residents in 20 projects across Oxfordshire.



Kai's story

Kai is an example of one of our clients. He moved in with us late 2018 from a homeless hostel. He says:

“I’m very grateful for this group - it has been the most successful of the peer support groups I have joined in supporting me to support my own mental health on an ongoing basis.”

Kai was anxious about the move to a new environment, and worked closely with our housing staff from assessment to move-in to talk through his concerns. Once we had offered him accommodation, he worked with staff towards staying in the property regularly for the first few weeks.

During his time at Mind Housing, Kai gradually began to feel more comfortable in his new environment and started to build the confidence to leave the house and engage with the community.

“It got me into a safer environment, away from drugs and alcohol, with a good community around me. Getting involved with Christians Against Poverty, the local church and relationships with my housemates all helped me. Mind staff really understood the importance of getting the right people into the accommodation to create the right environment.”

We worked with other agencies where we felt this would help, such as Christians Against Poverty, supporting Kai to address his previous debts. We also helped him access Restore’s employment and coaching service.

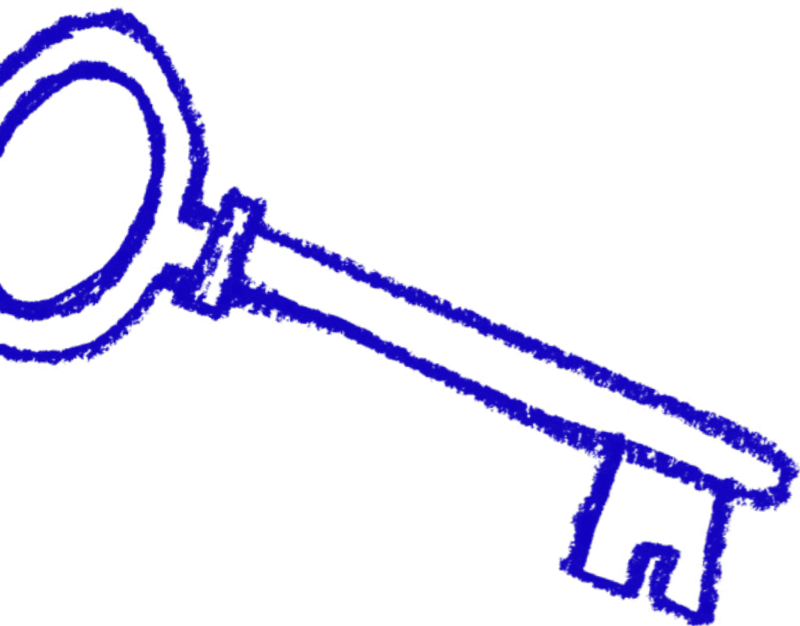
Kai began volunteering at a local charity in October 2019, and by March 2020 he was able to move into part-time employment. He also worked with housing staff and the Benefits for Better Mental Health Team to navigate changes to his benefits so that he could continue to afford his accommodation.

This work allowed Kai to gain more local connections, which gave him more options for local housing. This meant that he didn’t need to move back to an area in which he’d previously had bad experiences.

In March 2021, Kai moved into his own flat with a local housing association, allowing the prospect of visits from his son.

“Overall, I know my anxieties have decreased thanks to the last two years and appreciate staff having other agencies meet me at the project. I feel much more confident at dealing with situations where I might have flipped out in the past.”

Kai



TalkingSpace Plus

TalkingSpace Plus is part of the Improving Access to Psychological Therapies Programme, a national initiative to make National Institute for Clinical Excellence-approved psychological treatments, including Cognitive Behavioural Therapy, more widely available to people suffering with depression and anxiety.

The model is based on 'stepped care', with patients receiving either guided self-help, computerised or group Cognitive Behavioural Therapy, signposting or an individual Cognitive Behavioural Therapy service depending on their needs. It's a partnership between Oxfordshire Mind, Oxford Health NHS Foundation Trust and Principal Medical Limited.

This financial year, the service has supported 11,769 people in Oxfordshire, achieving a 53.5% recovery rate against a national target of 50.5%.

This year, TalkingSpace Plus launched an innovative apprenticeship scheme bringing together academic and work-based learning. This approach ensures that qualified Psychological Wellbeing Practitioners can deliver robust support from day one.

In 2020/21 we've supported 49 trainee apprentices through the scheme this financial year.



“Being virtual made it easier to share”

Adapting during adversity

In 2021, TalkingSpace Plus continued to increase its mental health service offering, allowing adults to access its digital treatment platform and offering patients more choice. The COVID-19 pandemic presented a unique challenge, with much of the NHS having to adapt services very quickly to ensure patients could continue to be safely seen and treated.

TalkingSpace Plus was very quick in its transition to online digital treatment options for patients, setting itself an ambitious target to undertake 100,000 digital consultations between April 2020 and March 2021. In pursuing this target, Oxford Health NHS Foundation Trust was aiming to take a lead role at a national level. To add to this challenging milestone, it also took a lead in developing digital treatment services for Improving Access

to Psychological Therapies, producing a best practice digital consultations training package. By the end of November 2020, TalkingSpace Plus had successfully achieved its target of over 11,000 consultations.

“The key to the success of the project quite clearly was getting the governance and best practice standards fine-tuned.”

Liam Cuttell,
Team Manager at TalkingSpace Plus

TalkingSpace Plus project group worked with Oxford Health NHS Foundation Trust Information Governance lead to develop consent. Working with experts from the Improving Access to Psychological Therapies service, they agreed a framework to deliver group work online.

The result

More patients than ever have been offered a psycho-educational group without having the inconvenience and cost of travel. While each therapy course at TalkingSpace Plus could previously only accommodate 22 people, up to 50 patients can attend now that they're delivered online.

Patient feedback has been overwhelmingly positive, with one patient commenting: “I like the way the session was delivered – it works well over MS Teams.”

Another commented that “being virtual made it easier to share”. Digital consultations are now here to stay as part of a mixed model of care, giving patients more choice.

What's more, TalkingSpace Plus is now beginning to address the challenges of implementing a sustainable model, including securing tablets for patients who don't have access to IT devices and services. We'll continue to build on lessons learned, including later this month offering patients the opportunity to book their assessment appointment online via our website.



Wellbeing!

We're Oxfordshire Mind, the mental health charity. We're here to make sure anyone with a mental health problem has somewhere to turn for advice and support.





Mental Wealth Academy

Mental Wealth Academy is an innovative project supporting 16 to 25-year-olds who are falling through gaps created by transition from Child and Adolescent Mental Health Services to Adult Mental Health Services.

The programme offers non-clinical, tailored wellbeing support for young people with mild to moderate mental health needs. Partners include Oxfordshire Mind, Response, Oxfordshire Youth, SOFEA, Banbury Young Homelessness Project, Ark-T Oxford and The Abingdon Bridge.

In its first year, the Mental Wealth Academy has supported over 400 young people across Oxfordshire to manage their mental health, increase their resilience and improve their life chances.

Maisie's story

One such young person is Maisie, 19, who left college a couple of years before completing her course due to anxiety and feelings of low self-esteem. Her lack of confidence was even preventing her from venturing outside the house on her own.

When Maisie's parents heard about the Mental Wealth Academy, they encouraged her to get in touch. She was nervous at first, so her parents made the first approach. Within two weeks Maisie was able to access one-to-one support at the Mental Wealth Academy.

Through a series of weekly sessions, carried out remotely at first, Maisie was able to develop coping methods to manage her anxiety, including exploring what her triggers were and practising breathing exercises.

Over time, Maisie was able to open up and challenge her self-doubting thoughts. She shared:

“I no longer feel I have to be ‘hard on myself’ when I’m unable to do something.”

Maisie is now able to meet up with family and friends, and leave home without experiencing high levels of anxiety.

With our support, Maisie worked out a step-by-step approach towards her long-term goal of working in childcare. Although lockdown interrupted her plans to volunteer at a school, Maisie is considering taking an online course to help develop her skills.

**400 young people supported over
The MMA has supported over
across Oxfordshire**



Peer support

Peer support groups bring together people who have a shared experience in a safe and welcoming space. Oxfordshire Mind provide over 30 free, friendly, peer support groups across Oxfordshire.

Cherwell and West

The pandemic initially raised a lot of concern from both staff and service users owing to the uncertainty over service provision. When the initial lockdown hit in March 2020, the team reacted to the situation quickly and provided service users with support in several ways. Within two weeks of the stay-at-home order coming into force, we moved peer support groups online.

The team found that not all service users were able to access online peer support groups. While waiting for face-to-face services to reopen, we provided weekly wellbeing phone calls to people who would otherwise have been isolated.

August 2020 saw the reintroduction of face-to-face peer support, and we began a COVID-safe face-to-face service to reintroduce some semblance of normality to our service.

“The online groups have been a godsend for me personally. During the past year they have given me something to look forward to. They have helped with my depression, loneliness and anxiety.”

A peer support service user

South and Vale

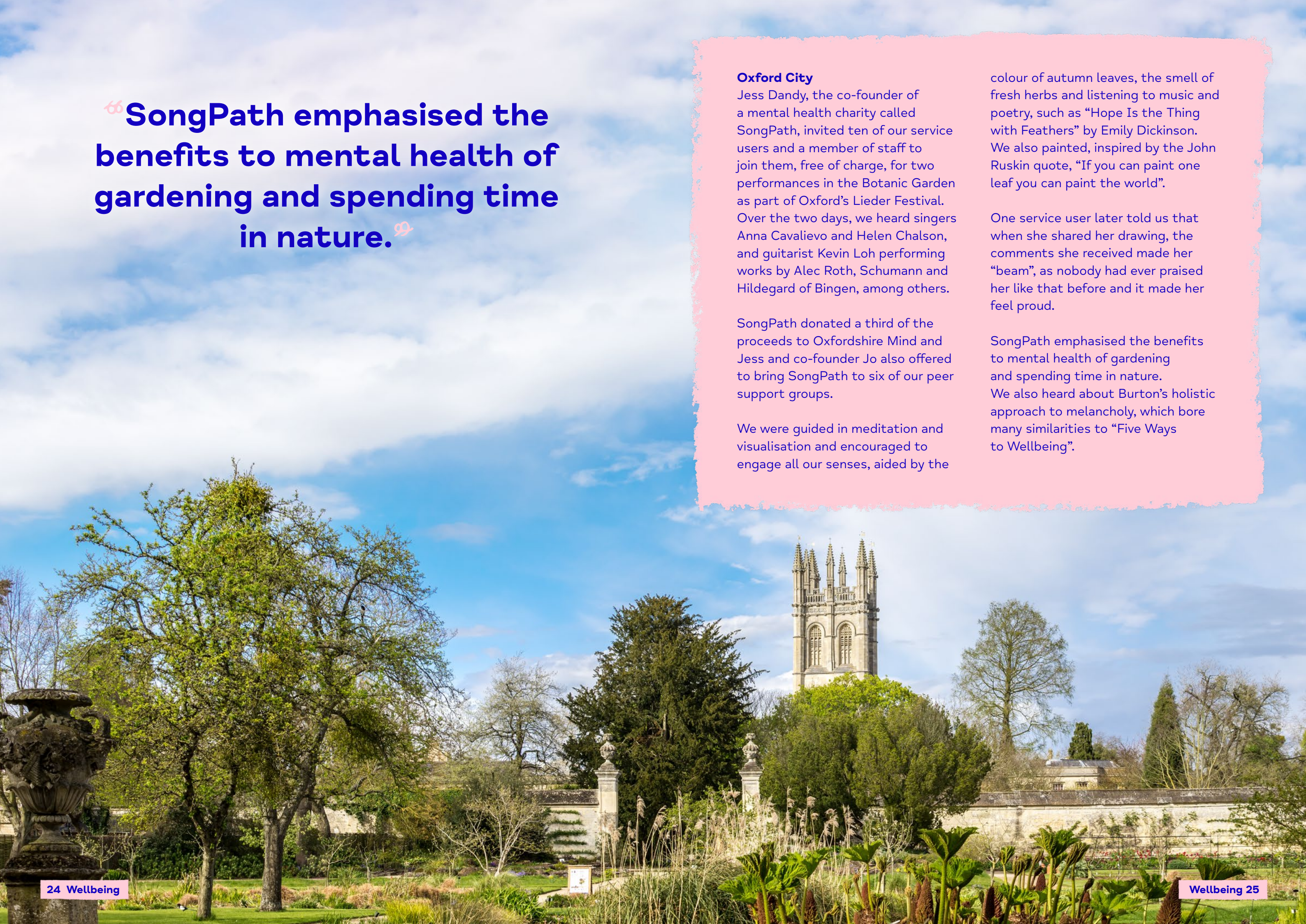
We've been constantly changing and adapting to ensure our service remains as comprehensive and accessible as possible, while still being safe for everyone during the pandemic. We've brought back a variety of in-person groups in Abingdon, including open peer support, Arts and Crafts, a women's group and a music group.

More recently, we've also been reinstating our local groups, allowing us to reach new service users and people who haven't used the service since the pandemic started. We have now restarted our groups in Wantage, Henley and Didcot.

Throughout the pandemic, we've seen that online groups have many positives, and they've allowed us to reach service users who may never have come to our in-person groups before. With this in mind, we plan to keep our online groups running, and have recently added a new group to our virtual timetable.

In September, we began running Oxfordshire LGBTQ+ In Mind, an online group for lesbian, gay, bisexual, transgender and questioning people who are struggling with their mental health. A core group of service users have been attending, having meaningful and supportive conversations around their struggles with mental health and its intersection with LGBTQ+ identity and societal issues.





“**SongPath emphasised the benefits to mental health of gardening and spending time in nature.**”

Oxford City

Jess Dandy, the co-founder of a mental health charity called SongPath, invited ten of our service users and a member of staff to join them, free of charge, for two performances in the Botanic Garden as part of Oxford’s Lieder Festival. Over the two days, we heard singers Anna Cavaliervo and Helen Chalson, and guitarist Kevin Loh performing works by Alec Roth, Schumann and Hildegard of Bingen, among others.

SongPath donated a third of the proceeds to Oxfordshire Mind and Jess and co-founder Jo also offered to bring SongPath to six of our peer support groups.

We were guided in meditation and visualisation and encouraged to engage all our senses, aided by the

colour of autumn leaves, the smell of fresh herbs and listening to music and poetry, such as “Hope Is the Thing with Feathers” by Emily Dickinson. We also painted, inspired by the John Ruskin quote, “If you can paint one leaf you can paint the world”.

One service user later told us that when she shared her drawing, the comments she received made her “beam”, as nobody had ever praised her like that before and it made her feel proud.

SongPath emphasised the benefits to mental health of gardening and spending time in nature. We also heard about Burton’s holistic approach to melancholy, which bore many similarities to “Five Ways to Wellbeing”.

Primary Care

Oxfordshire Mind's Primary Care team now consists of 29 people. Primary Care Wellbeing Workers take a person-centred approach in the delivery of 1-to-1 sessions for people who are experiencing mental health issues or other social or lifestyle issues that are impacting on their wellbeing.

This has been reflected with the geographical expansion from Oxford City and South West Oxfordshire to now also providing services in North Oxfordshire, West Oxfordshire, South East Oxfordshire and Wokingham, Berkshire. The Primary Care team have responded superbly to the changes, including the need to adapt services and working practices during the pandemic and the changing dynamics of team structures. The team have continued to provide excellent support to our service users, reaching over 2,900 people in the past year.

There has been particular energy and enthusiasm around the subject of Equality, Diversity, Inclusion and Equity within the Primary Care team. We have focussed on male mental health with our 'Engaging Men' group, and on lesbian, gay, bisexual, and transgender mental health, with one of our staff members providing training on Gender Identity. This staff member also contributed a written 'spotlight' section about LGBT service users for a project report to the Clinical Commissioning Group.

“The Primary Care team members have responded superbly to the changes they've experienced, including the need to adapt services and working practices during the pandemic and the changing dynamics of team structures.”

Primary Care Wellbeing Service in Wokingham, Berkshire

The move to provide our service in Wokingham has been a significant and welcome development for the Primary Care Wellbeing Service. The team of five has spent time integrating with local GP practices and the local voluntary and community sector.

There have been excellent outcomes following one-to-one sessions with service users in Wokingham. 77% of service users who completed the end-of-service questionnaire showed a significant increase in wellbeing. Of those who said they needed help to better understand their problems, 97% said they felt the service had helped them to do this. 91% of service users stated they 'got the help that mattered to me', showing that we'd been able to offer a truly person-centred service. 98% felt that staff treated their concerns seriously, and 98% had confidence in the people working with them, highlighting the compassion and professionalism of our staff.

We initiated and co-ordinated two local voluntary and community sector initiatives (Mental Health First Aiders Forum and Mental Health and Wellbeing Community Alliance), we're investing in the frontline and grassroots of mental health and wellbeing support in local communities.

With this community-focused approach, we're supporting people and organisations to meet local needs before they escalate and need more intensive service provision.

Out of hours service

Safe Haven



2,175
referrals

and offered

1,752
support
sessions

to

285
people

experiencing mental
health crisis

Safe Haven offers flexible, service user-led support. We provide a safe space to discuss difficulties, engage in distractions.

This financial year, we've made 2,175 referrals and offered 1,752 support sessions to 285 people experiencing a mental health crisis. We remained open in person and provided 502 face-to-face support sessions, all while adhering to COVID-19 safety measures.

We adapted our service to include phone support, which has been a great success and has allowed us to reach a wider demographic. We delivered 1,250 support sessions by phone or online this year.

Thanks to a funding increase, we've expanded to offer support seven evenings a week from July 2021, with plans to open seven days a week from January 2022. We'll also be moving to a new premises in spring 2022.

Louise, a Safe Haven service user, says:

"This past six months in particular, Safe Haven and the staff who work there have been a literal lifesaver. I reached the darkest points a person can reach and wasn't sure I would see the other side."

Safe Haven helped guide me and support me through it. The staff have been my biggest cheerleaders and helped me get to the point where I could explore paid employment again. I honestly don't want to think about where I would be today without their intervention."



Embedded services

Oxfordshire Mind workers are embedded within the Adult Mental Health Teams, to support individuals who are being discharged.

Workers provide a range of recovery focused sessions, which support individuals to access the right services within the local community.

The embedded workers are part of a county wide team, to help people access benefits, employment, and other help.

We have recently embedded a Physical Health and Wellbeing worker within the Adult Mental Health Team. This worker supports individuals, and encourages them to increase physical activity which in turn improves their mental health.

The number of patients receiving annual health checks

From

24%

to

72%



Benefits for Better Mental Health

COVID-19 could not stop Benefits for Better Mental Health, despite the need to self-isolate, turn our homes into offices and develop new ways to help our clients. There were some positives that came out of last year. Our clients found that when the Department for Work and Pensions stopped calling people to complete forms or attend face-to-face interviews, they felt a sense of freedom and relief from the constant fear of losing their benefits.

All those who made claims as the pandemic hit faced being in limbo, as they were only eligible for the basic benefit rate and could only wait to be assessed before being awarded the correct amount of benefit causing financial hardship.

The Personal Independence Payment was the first benefit area to start reassessing our clients, and we quickly adapted the way we work with clients to make it possible to complete their forms over the phone. Combined with on-going appeals, this meant that we worked with 857 clients in 2020.

Our clients will face two significant challenges in the coming years. The first is the Government's green paper on disability benefits, which could have a huge impact on benefit claims and may result in a single benefit payment covering every entitlement. We're working with the national Mind campaigns team to start campaigning on this.

“I can't thank Benefits for Better Mental Health enough for their help over the last year helping me with my claims.”

Benefits for Better Mental Health service user

The other major change that we've been preparing for is the Department of Work and Pensions migrating everyone from Employment and Support Allowance to Universal Credit. This has been in the pipeline for several years and requires new legislation in Parliament. This is currently scheduled to begin in 2022. We're prepared for this, and have developed volunteer training to enable us to support clients and deal with the expected demand.

A Benefits for Better Mental Health service user says:

“I can't thank Benefits for Better Mental Health enough for their help over the last year helping me with my claims. My claim for Personal Independence Payment was reviewed without my knowledge and my award was reduced – despite the fact that I had only got worse. The team at Benefits for Better Mental Health were great and explained what they could do and then helped me to challenge this decision.

Not only was my claim reinstated at the right rate, but I was also given the money backdated for the other benefits I had lost as a result. Having them beside me to advise and speak on my behalf takes so much of the pressure off, and I know that I can trust them to know what they are doing.”



Innovation!



Volunteering

Oxfordshire Mind have a pool of enthusiastic volunteers who help us to achieve our goals as an organisation and support people across Oxfordshire with their mental health and wellbeing.

This year, we worked with teams to understand how volunteers could continue to support them during the pandemic. This meant adapting our volunteer roles to meet changes in services, and updating our volunteer training and supervision format to take place remotely.

Volunteers continued to support Oxfordshire Mind by:

- Carrying out wellbeing calls to service users
- Helping with online and in-person peer support groups
- Leading wellbeing walks and sharing photos and stories for the Walking for Wellbeing newsletter
- Responding to mental health enquiries on our Information Line
- Providing administrative support to different teams from home

We recognise that volunteering can be as beneficial to the volunteer as it is to us, providing a sense of community and support. We therefore increased our focus on volunteer wellbeing support, providing weekly online mindfulness sessions as well as our monthly group supervisions and

fortnightly volunteer newsletter. We offered this to all our volunteers, including those who hadn't been able to be as involved during the lockdown as normal, and we hope it helped everyone to feel a little more connected throughout this time.

One volunteer commented:

“The supervisions went above and beyond, were often really useful and fun events that I looked forward to, and I love the volunteer newsletter.”

Explaining what they've found most satisfying about their volunteer placement, another says:

“The sense of purpose and achievement of having a regular shift every week in a role where it feels like you're really needed, the skills I have learned through having the opportunity to interact with service users directly and be given an amount of trust and responsibility that many other volunteer placements wouldn't provide, and also the feeling of belonging and being part of a friendly team in the office, provided a completely different environment and a really nice break from my uni studies.”

Explaining what they've found most satisfying about their volunteer placement, one volunteer said:

“The sense of purpose and achievement of having a regular shift every week in a role where it feels like you're really needed”



Service user involvement

Our goal is to work in partnership with the people impacted by our services – whether that’s our existing service users, families and carers, or people who may access Oxfordshire Mind in the future. Mental health lived experience brings perspective and expertise, which are key in helping us to provide high-quality services, and allow us to continually grow and adapt as an organisation.

Some of the ways we involve our service users and stakeholders include:

- Bringing service user voices into the design through to delivery of services
- Lived experience on interview panels
- Paying people for their time and expertise
- Improving feedback structures
- Supporting service users through our Experts by Experience scheme
- Training and support for staff around service user involvement

Working alongside our service users has been more vital than ever in recent times, with the pandemic bringing uncertainty and change to our services. We’re grateful to the people who shared their views through online forums, surveys and everyday conversations, as this helped us shape our services so that we could continue to meet the needs of as many people as possible.

In the past year, we’ve grown our range of services, and people with lived experience have been a key part of planning for new developments such as the Wokingham Primary Care project and expansion of our crisis support services. Our lived experience interviewers have helped us to make sure we’re always recruiting the right people for our team.

Involving the people who use our services is our responsibility every day, and we’re committed to continuing this work to ensure that involvement is meaningful and the norm. We’re always looking to improve and to understand how we can better support and listen to people across Oxfordshire.

We asked people who use our services why being involved is important to them:

Co-production is important to me because...

“By being someone who has experience of what’s out there to help people like me, I can give feedback and actually influence how to best offer support to others in the future.”

“It helps shape the service directly according to the needs of its service users.”

Being involved makes me feel...

“Like I am owning my mental health and helps me to appreciate what I have learned along my mental health journey.”

“Like I can really make a difference in people’s lives for the better, just like the team did for me. It’s a great way to pay it forward.”





Equality, Inclusion

Equality, diversity, inclusion and equity are everyone's business at Oxfordshire Mind, and the value of the voices of our staff is immeasurable. We want to create a space and opportunity for all staff and service users to feel welcome to talk about these topics comfortably and confidently: how we approach these issues as an organisation, and how they impact us in our professional lives, as well as how they impact our service users and service provision.

Oxfordshire Mind wanted to create a space that sparked ideas that we could put into action, so that positive change could be made, and we could support our organisation to continue our equality, diversity and inclusion journey. We call this space our Equality, Diversity, Inclusion and Equity Action Group.

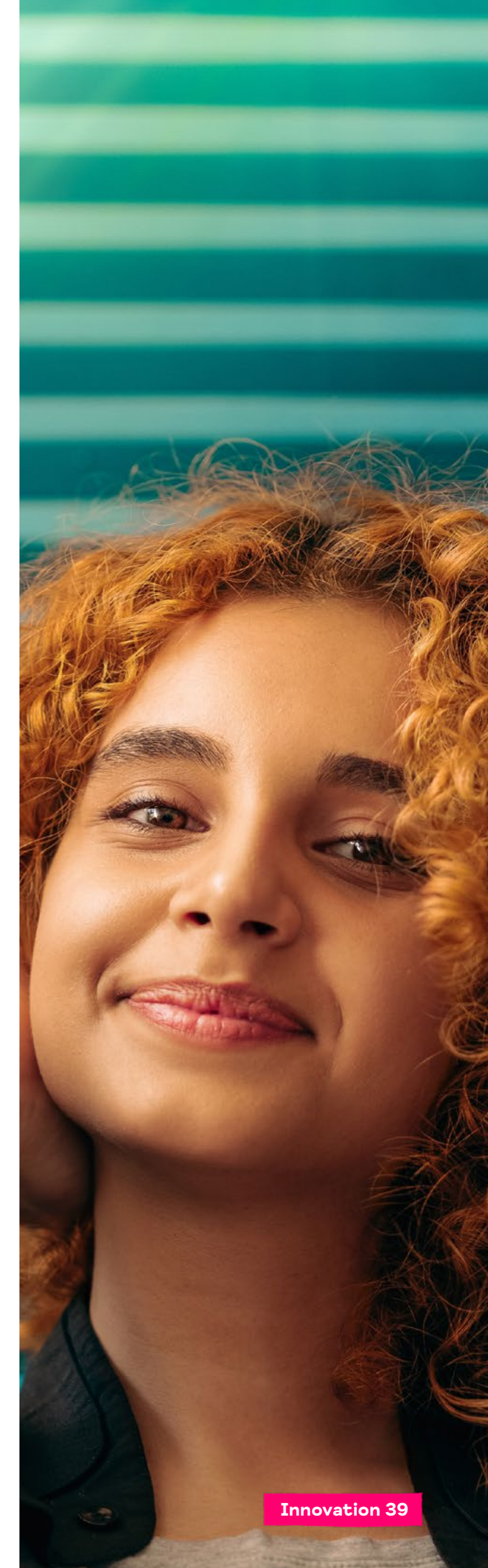
Action Group meetings are held every six weeks and they're attended by staff from different departments, including managers across the organisation and leadership figures such as senior management and trustees. During and after each meeting, we provide opportunities for feedback so that we can continue to build on and improve the structure, content and approach to our meetings.

Diversity, and Equity

We wanted to create a space and opportunity for all staff to feel welcome to talk about these topics comfortably and confidently.

Topics we've explored in meetings include getting comfortable with being uncomfortable, our frame of reference and an introduction to bias, privilege and power, multi-faceted discrimination, and how to have uncomfortable conversations about race.

Work the group has achieved includes sharing best practice in Primary Care to inspire others, creating a code of conduct for the Action Group, developing our organisational practices to further gender inclusion, setting up a book club, collaborating on our equality, diversity and inclusion staff survey questions and working on our Equality, Diversity, Inclusion and Equity policy.





Inclusive trustee recruitment

Whatever your ethnicity,
your application is welcome

Whatever your sexuality,
your application is welcome

Whatever your gender identity,
your application is welcome

(please let us know which pronouns you use,
so that we can address you and refer to you correctly)

Whatever your age,
your application is welcome

Whatever your nationality,
your application is welcome

Whatever your economic background,
your application is welcome

Whatever your physical and mental health,
your application is welcome

**Whatever your lived experience,
your application is welcome.
Your voice is important.
We look forward to hearing from you.**

We recognise that diversity of voice in positions of power adds to an organisation's potential, helps to generate a greater variety of ideas and creative problem-solving approaches, and ensures that our organisation is better able to serve everyone in Oxfordshire in need of mental health support.

These understandings highlighted the importance for us to challenge stereotypical assumptions of who could apply to be a Trustee for our organisation, and this was something we wanted to do from the very beginning of our 2020 recruitment process. Before changing our approach to advertising for Trustee roles, we were very aware that our Board was not reflective of the people of Oxfordshire across a range of diversity demographics, and we wanted to change that. We reviewed our previous Trustee job adverts and descriptions and noted that we were unintentionally creating barriers to applicants by using a lot of jargon and complex language to explain the role. We therefore rewrote the advert, simplifying the language and making the role's responsibilities and purpose clearer.

Following sharing our new advert and description via a social media campaign and a diversity job board, we received over 70 applications for Trustee roles – the highest number for any role we've advertised to date. We were pleased that applicants reported that the language used in the job description and advert made them feel confident in their ability to apply. At the Annual General Meeting this year, Oxfordshire Mind will appoint five new Trustees, all bringing diversity of lived experience and exceptional skills to our organisation.



Fundraising!

“I received incredible support from the moment I signed up to run for Oxfordshire Mind. I felt very valued. Despite challenging times, everyone at Oxfordshire Mind worked hard to ensure the event was one to remember and kept me motivated.”



Supporter Awards



Challenge Fundraiser of the Year

Ali Hollest

In September 2020 Ali Hollest took on the Snowdon 6 Ways Challenge in memory of his dear friend Milo. The challenge consisted of running the six major routes of the mountain, one after the other, and covered roughly 80km and over 5200m of ascent. Ali managed to raise an incredible £22,420 for Oxfordshire Mind.

Student Fundraisers of the Year

Oxford RAG

Oxford Student Union RAG chose four charities for 2019-2020: Keen Oxford, Beat, Meningitis Now and Oxfordshire Mind. They raised an incredible £6,066.85 for each charity throughout the year, with some really creative fundraising ideas.

Young Fundraiser of the Year

Leo Cole

In April 2020, Leo Cole took on the challenge to run 52 miles in seven days in aid of Oxfordshire Mind. In doing so, he raised £3,280 for us.

Continued Support

Achilles

Continued monthly support is crucial for Oxfordshire Mind as we plan for our future support. Achilles generously makes monthly donations throughout the year, and have also taken part in our Five Ways to Wellbeing and Working Well From Home workshops to support their teams during the pandemic.

Corporate Supporter of the Year

Critchleys

Thank you to everyone at Critchleys for their incredible support this year, and especially their generous donation of their Christmas party budget to us.

Most Innovative Challenge of the Year

Bethan Morrison

In May 2020 one of our supporters, Bethan Morrison, took on the challenge to run a marathon in her garden in aid of Oxfordshire Mind. Bethan completed the garden marathon in 6 hours 30 minutes and raised an incredible £1,324 for us.

Corporate Challenge of the Year

Finders Keepers

Finders Keepers launched their Eighty Four Point Six February Challenge last year, raising an incredible £3,845. They worked out that the distance between all their offices was 84.6 miles, and asked their team to set themselves a challenge relating to these numbers, either on their own, as a virtual team or as an office team.



Most Creative Event of the Year

David Crabtree, Graham Rice and Rich Craven

.....

In June 2020, three friends, David Crabtree, Graham Rice and Rich Craven, arranged a 24-hour virtual 80s disco, all in aid of Oxfordshire Mind. Almost 500 households tuned in over the 24 hours, from as far afield as the US, Australia, New Zealand and Canada. The event raised £2,060 for us.

Lorraine Baker, Hannah Davies, Sam Cross and Ed Maier

.....

With the sad news that summer 2020 festivals were cancelled, Lorraine Baker, Hannah Davies, Sam Cross and Ed Maier decided to arrange their own virtual Lockdown Festival in May 2020.

Jack Lester

.....

On Good Friday 2020, Jack Lester hosted a Garden Gig in aid of Oxfordshire Mind. He performed for more than two hours in his garden, streaming it on Facebook LIVE. With over 400 people tuning in, Jack and his viewers raised £2,345 for us.

Most Committed
Corporate Supporter

LTI Metal Tech

.....

LTI Metal Tech are long-term supporters of Oxfordshire Mind. They raised £5,000 this year and £3,000 the year before, and we're grateful that they're continuing to support us.

Men's Mental Health Ambassador
of the Year

Mike Foster

.....

In November 2020 Mike Foster held a virtual conference and auction in celebration of International Men's Day and to help raise money for Oxfordshire Mind. The event hosted a variety of speakers, including Oxfordshire Mind's CEO Dan Knowles, and discussed subjects on men's mental health and some hot topics for men today. The conference raised £660, with the auction raising a further £100.

Most Enthusiastic Managers' to
Workplace Wellbeing Training

Whittard of Chelsea

.....

Managers from Whittard of Chelsea took part in Understanding Mental Health and Tools for Managers courses online throughout the pandemic, and their attitude as individuals was exemplary.

Most Significant Corporate Donation

Yoga Quota

.....

Anne Mundy and the Yoga Quota team donated £25,516.20 to us this year. Yoga Quota has also provided hundreds of our service users with free unlimited passes to access yoga from their Oxford studio.



Community

Over the past year Oxfordshire Mind have supported over 92 community fundraisers. As a charity, we rely on funding and donations to continue helping those affected by mental health issues. We're incredibly grateful to all individuals who choose to do fundraising activities on our behalf:

- On 11 October 2020, we ran a virtual event called the Selfie Scavenger Hunt. 26 supporters got involved and ran, walked and skipped around Oxford while taking their Scavenger Hunt Selfies. This event raised £1,031.
- Despite the event being cancelled, we raised £11,121 from the Oxford Half Marathon.
- We sold 195 Jericho Comedy Christmas crackers and sourced prizes from local business to include in them.
- The Oxford University Lacrosse Club raised £1,765 (making a total donation of £3,285 over the last two years) and have extended their partnership for another year.
- Local artist Siobhan Cooney donated £6,027 from sales of her work, and one of her paintings was used on the cover of our Annual Review.
- Jack FM donated £5,000 of free advertising to promote the Oxfordshire Mind Information Service.
- The 2.6 Challenge raised £3,780. We had supporters take on various challenges, from cycling 26 miles in 2.6 hours to Chon-Ji 26 times.

“Amazing time and experience – many people stopped, watched, supported and took photos.”



Snowdon 6 Ways

In September 2020, our supporter Ali Hollest and his support crew took on the Snowdon 6 Ways Challenge in memory of his dear friend Milo, who tragically took his own life at the age of 27.

The Snowdon 6 Ways Challenge involves running the six major routes of the mountain one after the other, up and down, and covers roughly 80km and over 5200m of ascent.

Ali managed to raise £22,420.49 to support Oxfordshire Mind and people across Oxfordshire experiencing mental health difficulties. We're very grateful to Ali for the funds he's raised and for dedicating so much time, effort and passion to this challenge. He says:

“I lost a friend this year to suicide and therefore feel passionately about raising awareness and the much-needed funds for [Oxfordshire] Mind.

Having never raised money for charity before, the opportunity was too good to miss to raise some valuable funds for a charity close to my heart after the tragic loss of an old friend and colleague, Milo, to suicide. The whole process of the Snowdon 6 Ways challenge was life-affirming and brought so much positivity. I'm not sure I will go through anything quite so incredible ever again - although I would do it all again in an instant!”



£22,420.49

raised to support Oxfordshire Mind and people across Oxfordshire experiencing mental health difficulties



Workplace Training



“The session was interactive. Some very useful tips were shared and I am looking forward to bringing those into practice.”

Understanding Mental Health & Tools to Support course participant

Our Workplace Wellbeing Training Team quickly adapted all our training to virtual delivery. During the year we:

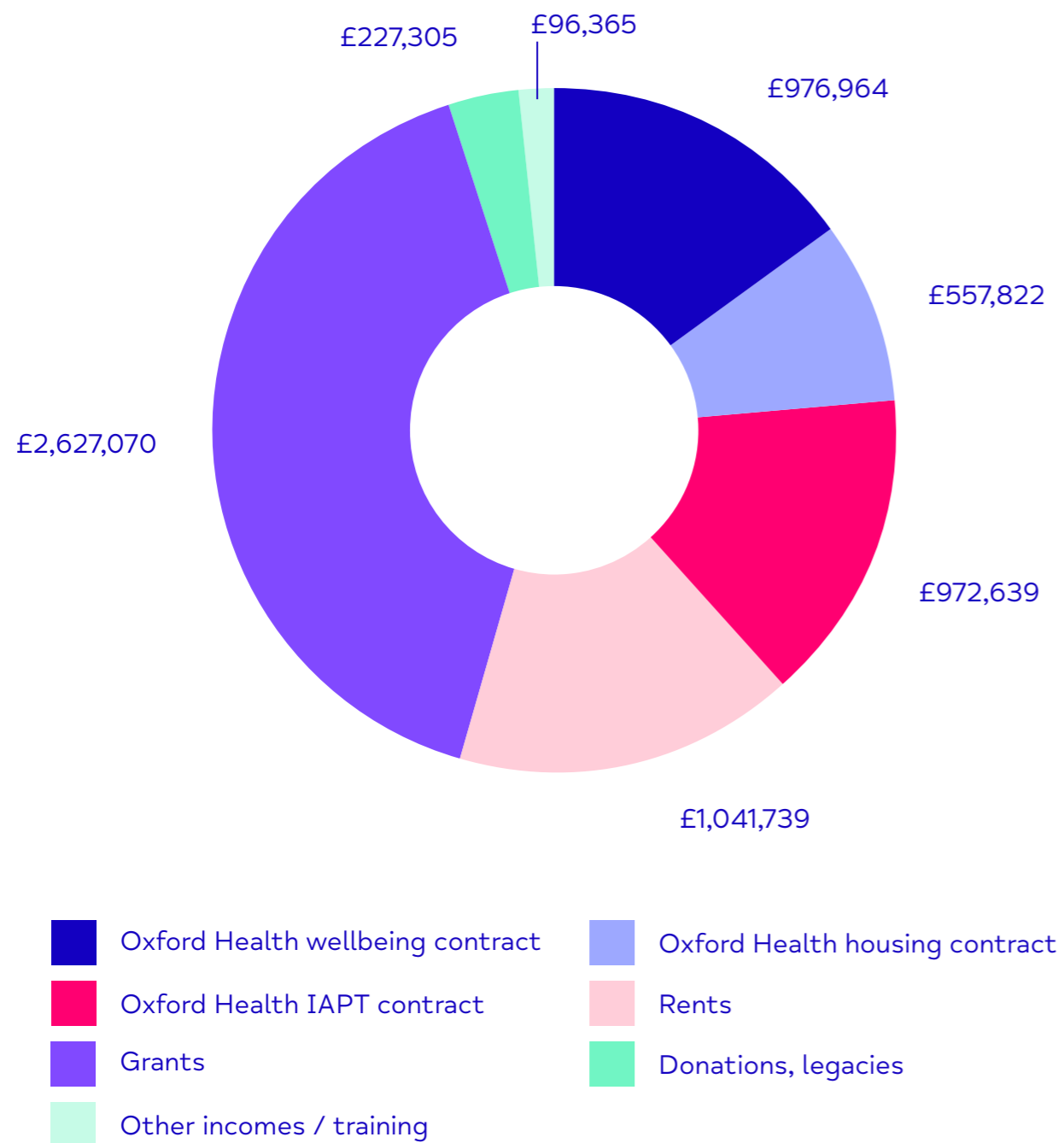
- Delivered 125 training sessions to 40 different organisations in Oxfordshire (and around the world).
- Trained 102 Mental Health First Aiders, enabling people to better identify and support themselves and colleagues around mental health.
- Presented to 40 business people at The Big Gig knowledge-sharing event hosted by Oxfordshire Business First.
- Conducted 17 in-depth market research interviews with training clients and Oxfordshire businesses to help us improve and ensure relevance of our training.
- Secured £4,000 worth of training for Health Education England South East following a recommendation from Health Education England Thames Valley.

“Great trainer. Really enjoyed the session, great interactivity, lots of thought-provoking moments. Was able to reflect on myself and how I have done things in the past.”

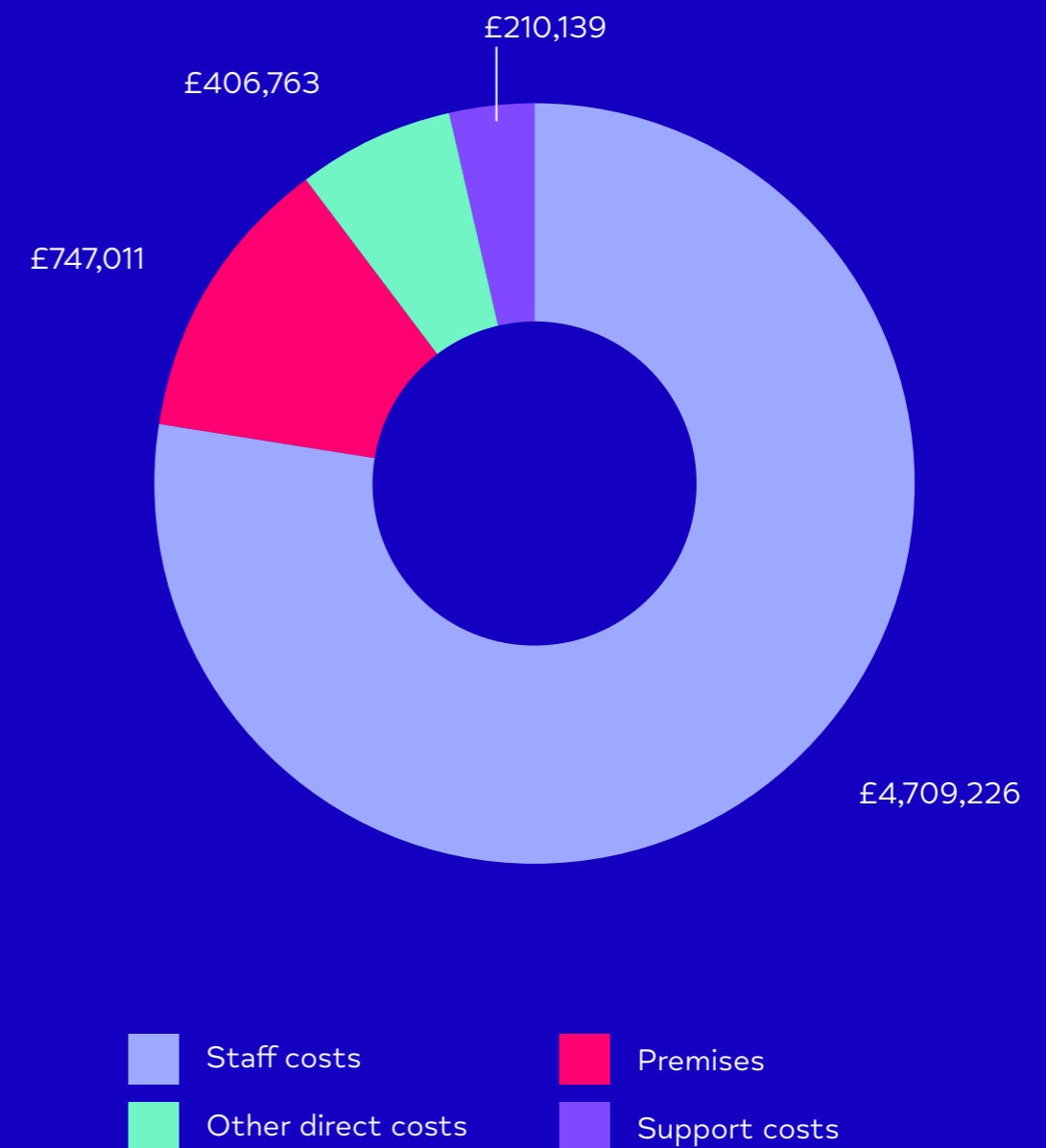
Adult Mental Health Aware (MHFA) course participant

Finance report 2020/21

Where does the money come from?



Where does the money go to?



Oxfordshire  mind

www.oxfordshiremind.org.uk



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