

Annual Impact Review  
2019/2020

Delivering on our Strategy



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We are Cambridgeshire, Peterborough and South Lincolnshire (CPSL) Mind and we are here to support local people on their road to recovery from a wide range of mental health challenges. We raise awareness and campaign against the stigma and discrimination faced by so many people experiencing poor mental health.





## On reflection...



Never has the word 'unprecedented' been used so much as it was during the latter part of 2019/20. It has felt, quite literally, a 'year of two halves' – pre and post Covid 19. That said, the common thread that holds both those 'halves' together has been an absolute commitment across the whole of CPSL Mind to work collaboratively – internally and externally – to provide high quality, values-based support across our communities.

The first half of this year was dominated by the launch and mobilisation of our ground-breaking, strengths-based 'Good Life' Service – a community-based recovery and inclusion service funded by Cambridgeshire County Council, Peterborough City Council and Cambridgeshire & Peterborough Clinical Commissioning Group.

We have also seen our whole organisation go under the spotlight of the rigorous three-yearly Mind Quality Mark Assessment, a great opportunity to both celebrate our considerable strengths and achievements and to focus on ways in which we can improve. Passing 'with flying colours', we were both proud and delighted to receive four national Mind Excellence Award nominations as a result.

Alongside the Good Life Service, our other front-line services have continued to provide high quality mental health crisis support, counselling and cognitive behavioural therapy and peer-led perinatal support; while our training and campaigns teams have delivered a vast range of activity focused on increasing skills and raising awareness across our communities – with a particular focus on suicide prevention.

This year also saw further impact of our corporate partnership with the Cambridge-based company Jagex – supporting our STOP Suicide Campaign – acknowledged by four national award nominations; and named as winners of the Corporate Community Local Involvement Award at the 2019 Charity Times Awards as well as the Corporate Social Responsibility Award at Games Industry Awards 2019.

It will be no surprise that our Covid response dominated the first few months of 2020. We are very proud of our response to this crisis, both in terms of adapting and maintaining all of our existing services, but also in working with other partners across the system to provide a coherent joint response to those affected by the pandemic itself.

This included incredible partnership work with the charity Lifecraft, the Cambridgeshire and Peterborough Psychological Wellbeing Service plus many other partners across the system, to support delivery of Lifecraft's extended Lifeline Helpline and the county-wide Now We're Talking communications campaign.

Our staff and volunteers showed enormous commitment, flexibility and courage throughout and we are extremely grateful to them for their dedication and 'can do' attitude during this extraordinary time.

**Aly Anderson, CEO**



**“CPSL Mind is a fantastic service. They have helped me to acknowledge and understand my problems.”**

## From the Chair

This year has seen us get into the stride of our strategy and deliver on our goals by increasing access to support and self-help through existing and new services; particularly the new Good Life service, open to all and establishing connections in the heart of communities. Enabling people to maintain positive health has been further enhanced through co-production, putting those with lived experience at the very centre of everything we do.

Early in 2020 positive mental health was truly challenged by the pandemic. We have adapted, tested, learned and shared our knowledge, in order to inspire all individuals with information about wellbeing and encourage vital connectivity with others. You will read from human stories and innovation described in this review that we focus on our values; collaboration across the health system, respect and compassion for others and our own



mental health at a difficult time, along with courage in our operational decisions to ensure our support has remained available.

Strategically, trustees have reviewed an ever-changing landscape; scoping and planning for our renewed presence in South Lincolnshire and thinking forward to development of future charity strategy.

Achieving our Mind Quality Mark, deservedly, recognised the whole organisation, leadership team, staff, volunteers and trustees alike. I would like to add a message of appreciation for the exceptional efforts of everyone for continuing to deliver for people’s mental health, despite everything going on around us.

**Alan Tait,  
Chair of Trustees**





When we introduced our online wellbeing service Qwell, a part of our Good Life Service, during lockdown, we could not have imagined social distancing and the dramatic changes that impacted suddenly on all our lives. As we adapt to the online environment we are able to offer support in a new way, connecting individuals with both each other and trained professional counsellors in safe, supportive online communities.

Adults are able to access a range of self-help and forums in a chat-based online space. There is a wide range of materials to support and assist them with their psychological wellbeing, including educational and self-help articles and peer-to-peer support via forums – with the option to contribute their own articles.

**“For some people, expressing difficult feelings in writing can really help – it really is a great tool.”**

**Accessing mental health services can be challenging for Julie Deamer because of her disability, here she talks about Qwell.**

“I initially went on to Qwell and started chatting to a counsellor and then returned to it another day with a different counsellor which went well. I have experienced trauma and also personality disorder and I liked that counsellors have specific expertise.

Following on you can either go onto the online chat with any of them or book a specific time with a counsellor most suited to your needs. I believe this will help me explore my feelings about the life changing injuries I have sustained.

There are articles on a wide variety of topics and I followed various threads where you can make comments - or start a thread of your own so can link up with others using too, some perhaps with similar experiences as your own.”

## Lifeline Plus

It was so important to increase wellbeing services quickly in support of our pandemic response alongside our partners. Working with local charity, Lifecraft and the local Psychological Wellbeing Service we helped develop Lifeline Plus, an extended version of Lifecraft’s helpline support for individuals feeling overwhelmed, anxious or in mental distress. Our training team helped prepare all call-handlers and we worked together to link a wide range of other community-based providers creating a support net around particular issues, such as bereavement or financial concerns. Over the summer the line took 2,894 calls across all available hours and we are pleased to have played a part in establishing Lifecraft’s new Lifeline format going forward.





## Our Good Life Service

The new service was launched with a gathering of funders, partners and individuals with lived experience of mental health issues, marking the start of our county-wide programme. Good Life takes a strengths-based approach, that is, focusing on connecting people to their strengths, talents and wider community to improve wellbeing and build confidence and resilience. By 'changing the conversation' we have already seen many individuals travel significant distances on their recovery journeys – while often also supporting others along the way.

The service, which is open to all, offers Good Mood Cafes to connect people and Open Door calm spaces sharing techniques to help people who may be feeling a little overwhelmed. It engages many more people in peer support opportunities which we recognise as a positive benefit on mental health and wellbeing.

**“At CPSL Mind, we acknowledge that mental distress can sometimes leave individuals feeling that a good life is out of their reach, our new approach is underpinned by the key principle that we all have mental health, which fluctuates throughout our lives and support through the tough times needs to be readily accessible.”**

- Emily Gray Deputy CEO



Recovery and Inclusion Service





## Exploration & innovation to improve

A Design Hack week took place in November 2019 giving opportunity for people with lived experience of mental health, carers, mental health professionals and commissioners, to research design, prototype and test an idea in just one week!

The event, organised by Cambridgeshire County Council also included Cambridgeshire and Peterborough NHS Foundation Trust, Cambridgeshire and Peterborough Clinical Commissioning Group, the SUN Network and Change Grow Live.

The sessions were based on a problem solving and idea testing approach used to keep products at the cutting edge of their industry. The format was used to select and design ideas to promote a successful 'right door, every time' approach to mental health services.

**“For me in my recovery, it was a big step forward. I was relieved that lived experience was not just included to tick a box and I’m really looking forward to future projects.”**

- David Lee, Volunteer and Co-production Team member

Volunteers and staff with lived experience of mental health problems contribute to all areas of our work at CPSL Mind including service design, strategy and influencing the direction of the charity. Our Co-production Team enables members to use their experiences and insight to create positive change alongside mental health professionals to make a real impact to people’s lives.





## Peer-to-peer, sharing experience and support with others

Alex joined a CPSL Mind personality disorder group prompted by his GP after years of feeling desperate, he says “I thought I was beyond fixing and was in constant doubt about whether I could feel better”.

“I was cautious,” says Alex, “but quickly made to feel comfortable by the level of courtesy and understanding. An atmosphere of empathy was created by having facilitators with lived experience of the same condition. It was okay to have challenging conversations and I was delighted to have the opportunity to speak to others going through the same thing. I gained a lot of comfort from this process”.

The tools provided by the group enabled Alex to make positive changes in his life and develop coping strategies for when things get tough. “It provided a routine when I was off work and was sometimes the only reason for me getting out of bed. Personality disorders don’t discriminate and you meet so many different people with unique life experiences. It’s awesome!”



Alex says he was so impressed with how staff and volunteers supported the group and this motivated him to become a Volunteer Co-Facilitator himself.

## Our Perinatal Service: Araina's story

Araina was referred to Mums Matter, part of our perinatal service, when she was pregnant, struggling to stay in work and manage her poor mental health. Joining before lockdown she had met our project worker in person, here she takes up the story:

“When I received support calls it was good to have someone to talk to as I was feeling stuck, isolated and guilty. I did not take my child out for the first month as I was so anxious about the virus. I was supported with advice on how to manage my feelings.

## Mums Matter

“I looked forward to the online Zoom Peer Support Groups, they have been a highlight, especially when I have been having a bad week. It has been good to be able to share my experiences and I have found the advice and support of others who feel similarly really helped me cope with certain situations. The groups have helped me to feel connected and that I was talking amongst friends.

“I have learnt coping techniques, including from other mums in the group too and I have been able to learn how to manage to stress in a healthier way”.





## Connecting Cambridge's University Students

We understand that our mental health fluctuates and that being a student can bring about unique challenges. That is why in partnership with Anglia Ruskin University (ARU) and the University of Cambridge we have introduced our University Good Life Project. Through our Good Mood Cafes and Open Door calm spaces we are providing sessions to support students to build connections with other students, learn self-help techniques and connect to personal strengths. The new service also includes our once a week student wellbeing information phone line with a friendly, confidential listening ear in a safe space.

“The Good Mood Cafe is a nice safe place to discuss anything that we can really think about. To be able to speak about problems of all sorts without fear of being judged is something very special nowadays. Overall, this has had a very positive impact on not



only my life, but lives of my friends and family,” says Robert Hodja, a student at ARU. “By enabling me to stay calm and relaxed even under stressful situations and conditions, my friends and family draw this peace from me and are able to cope better than they otherwise would have.”

## Youth Champions lead the way

Stress LESS, our campaign for young people aged 12-18, equips students with simple strategies to feel less stressed through our ‘Take five; feel better’ challenge.

In 2019 our conference brought together our Champions from across five schools to meet one another, share ideas and engage in sessions including talks from experts and peer Champions, opportunities to develop awareness raising ideas, digital involvement and mindfulness.

We ended with a ‘celebration of achievements’ with Champions, parents, the Mayor of Peterborough, Councillor Gul Nawaz and representatives from our collaboration partners; the Network for East Anglian Collaborative Outreach (NEACO) Take Your Place project at Anglia Ruskin University in Peterborough.

Liane Wilkinson, who became a Stress LESS Champion in Year 12 during her time at Nene Park Academy in Peterborough, says “There is so much



more awareness around the school and you can see the difference in other students. We all found we were sleeping better, feeling less stressed and did better in exams.”

Liane adds, “the jump from sixth form to my apprenticeship would have been so scary but I’m able to push myself as far as I can go out of my comfort zone now because of Stress LESS. Skills I’ve learnt through Stress LESS will help me support others too.”



## Talking Therapies

Our Changing Lives Service offers counselling and Cognitive Behaviour Therapy for people experiencing the effects of anxiety and other mental health issues.

Mike tells how support enabled him to move from a dark place to live a happy and fulfilled life.

“I sought support a year ago for help with my anxiety. I was at a point where it was uncontrollable and unmanageable, subsequently becoming totally debilitating. Before accessing the service, my life seemed like it would never get better, it felt it was easier not to deal with it anymore by ending the pain and that this problem would be with me for the rest of my life.

“This support gave me time to explore myself and allowed me to talk about what I wanted to focus on,

**“I have learnt so much about how anxiety works and how this relates to me, ultimately realising that you cannot ‘get rid’ of anxiety, you must change your relationship with it.”**

- Mike

and it was valued. I believe on some days that I can live a life which is not defined by my anxiety and feel like a completely different person who is now more resilient, assertive and comfortable with who I am – and I love this person!”

## Challenging Stigma

World Suicide Prevention Day, 10th September 2019, was the focus for our STOP Suicide event hosted by our corporate partner, gaming company, Jagex and brought together local organisations, companies and senior leaders from across Cambridgeshire and Peterborough in a county-wide ambition to end suicide.

We were supported by guests Steve Mallen, a founder member of Zero Suicide Alliance (ZSA) and James Archer sharing his personal story as a suicide attempt survivor and now actively supporting and educating others as one of our Campaign Makers.

The event, which attracted television and wider media coverage, included a focused session where individuals were equipped with life-saving skills as they came together to take the free online session



from ZSA. It aims to enable people to identify when someone is presenting suicidal behaviour, to be able to speak out in a supportive manner and to empower them to signpost the individual to further support.





## Mentally Healthy Universities

This year we are thrilled to be involved in the first partnership of its kind, the Mentally Healthy Universities Programme, delivered by national Mind and local Minds and reaching out to over 8,000 students and staff across the University of Cambridge and nine other universities in its first two years.

Led locally by our Training Team, the two-year partnership programme focuses on equipping students and staff with tools, techniques and knowledge on how to look after their mental health whilst at university and in the workplace.

**“The course is very informative and provides useful practical ways of dealing with stress and anxiety.”** - Student



## Taking our wellbeing support and mental health knowledge online

Mental health has never been so important as we have helped workplaces to adapt – and quickly in response to Covid. By developing and creating a new flexible approach, we ensured we were able to continue to support local businesses with mental health workshops during lockdown.

We have been able to innovate too, calling on skills across the organisation to support employers to reach out to remote workers, for example, with online ‘Good Mood Cafes in the workplace’. As a local mental health charity we have also been able to provide up-to-date information of how our range of support can also be accessible to colleagues, families and friends too.

STOP Suicide Plus workshops have transferred online, taking training outreach to community groups to grow knowledge at grass-roots level. This has also cemented local relationships, such as with The Lantern Initiative, a Muslim-run grassroots community organisation for mental health and wellbeing.

**“Many thanks again for delivering such a wonderful training session - which we have found to be of immense benefit.”**

- The Lantern Initiative

## Award winners!

We were delighted to be announced as winners of the Best Targeted Mental Health Initiative award at the national 'This Can Happen Awards' for our suicide prevention training scheme aimed at GPs. Provided in conjunction with Connecting with People we have now trained over 600 GPs and primary care staff.

'This Can Happen' award judges found that the training has been transformational, not only for patients, but also for professionals. GPs reported relief in having a toolkit to understand patients' suicidal thoughts; pride in the knowledge that managing suicidal patients is no longer the preserve of specialists; and clarity on which patients need an immediate specialist approach.



Kate Beed, Head of Training and Consultancy, with our trophy from the online awards.

We have just been named overall winners of national Mind's 'Influence and Engagement Award, a significant accolade. This national prize recognises our journey to involve individuals with lived experience of mental health issues in everything we do and follows our success in the 'Service User Influence and Participation' category of these awards, announced earlier in the year. We were also Highly Commended in the 'Service Design and Innovation' category.

**Influence & Engagement**  
Cambridgeshire, Peterborough  
& South Lincolnshire Mind

**Winners**  
**2020**



## Fundraising #Thank You

Your donations help us to change lives and we want to say a huge thank you for supporting us. Without your help we may not be able to enhance our services and develop new initiatives. We are pleased to partner with companies and organisations who fundraise for us and share skills and knowledge with us – your collaboration is amazing! We are proud to have individuals too, often with inspirational stories behind their creative fundraising ideas and those that believe in the importance of better mental health for all.

You help make our work possible!

- AlphaFit
- Arcus Global
- Batterson-Chivers Charitable Trust
- Bonacia
- Cam FM
- Cambridge University Press
- El's Barbershop
- Elton Furze Golf Club
- Evelyn Trust
- Gibbs Denley Financial Services
- Global Inkjet Systems
- Greenwoods GRM LLP
- HMP Littlehey
- Hunt & Coombes Solicitors
- Jagex
- Ketton Horticultural Society
- Kier
- Masonic Charitable Trust
- Meet Cambridge
- Melbourn FC
- Møller Institute
- News UK
- Paragon Customer Communications
- Peele Community College
- Pole Shed
- Pure Executive
- RCCG City of David
- Redgate Software
- Royal Oak, Hail Weston
- Sainsbury's Cambridge Eddington
- Slimming World
- Strangeward Trust
- Supermax Healthcare
- Taylor Vinters
- The Knowledge Partnership
- Wellcome Sanger Institute
- Xperience group
- Yoga Studio Ely





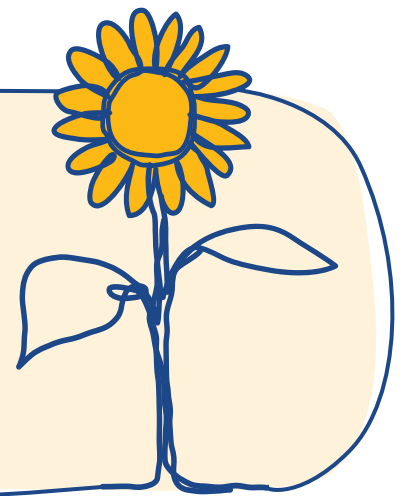
## Saucony Cambridge half marathon

Sunday 8th March saw 50 people, our largest event team ever, run the 13 mile course, through two iconic colleges of the University of Cambridge – showcasing the best of the city. We were overwhelmed with the response from many who were running a half marathon for the first time. From hard training to high fundraising, the team collectively raised over £23,000. A massive thank you to everyone who took part and to the University of Cambridge for making this possible.



## Glorious Garden grows funds

Seven gardens, 200 visitors and £1500 raised by Ketton Horticultural Society! Steve Allen (member of the Horticultural Society) said, “The weather was fabulous, the gardens were breathtaking. We were delighted that so many people took part. To support others who struggle with their mental health and the work CPSL Mind does is extremely important.”



## Yoga festival celebrates wellbeing

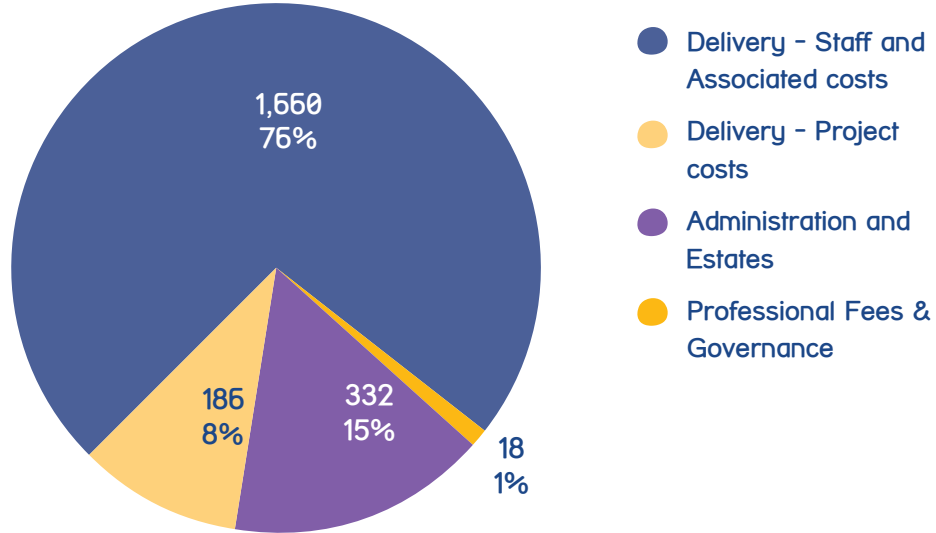


Yoga Studio Ely raised almost £1000 with several hundred local people trying out different yoga classes. There were stalls of delicious food as well as an opportunity for people to experience henna art and yoga for kids. Meanwhile, games and a picnic in the orchard led up to the highlight of the event, a spectacular Odissi dance performance by Maryam Shakiba.

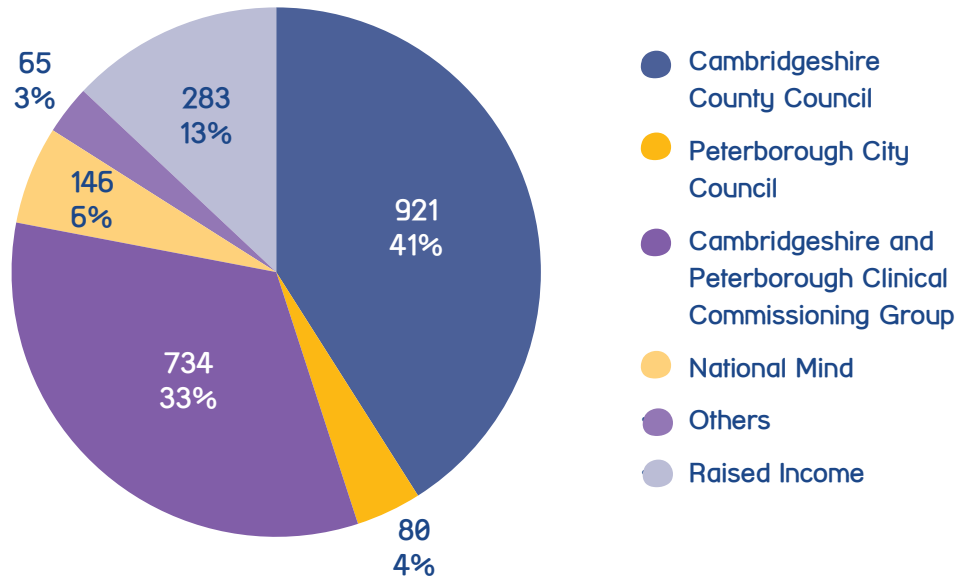
Mark Stevens, owner of Yoga Studio Ely said, “It was such an amazing day with so many visitors, both new and old faces sharing yoga, friendship and good vibes together. Thank you to everyone who generously donated in support of CPSL Mind and local mental health services.”

# Making it happen

## 2019/20 Summary of Costs - £k



## 2019/20 Charitable Activities Income - £k



## Supporting our work

Thanks and acknowledgement to core service funders:

- Cambridgeshire County Council
- Peterborough City Council
- Cambridgeshire & Peterborough Clinical Commissioning Group
- Sodexo Justice Services
- National Mind

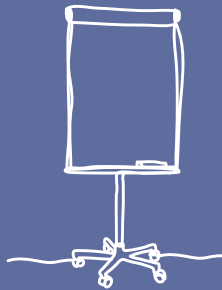


## Our impact

1,400 hours of group support to more than 1,100 individuals



More than 19,390 hours of planned 1:1 support to 3,520 individuals, plus more than an additional 250 hours of ad hoc telephone support to members of the public



1,750 hours of training and workshops attended by more than 2000 participants



3,100 hours of counselling thanks to our incredible team of volunteer counsellors

2,318 visits to our crisis Sanctuaries, which successfully de-escalated our visitors' crises on 94% of occasions





## Contact Us

For general enquiries please call  
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We are an independent charity and part of the Local Mind Network, sharing quality standards, branding and knowledge. We support adults (18-plus) experiencing mental health problems across Cambridgeshire, Peterborough and South Lincolnshire. We promote positive mental health for all, via campaigns and awareness raising, guided self-help, early intervention and projects that connect communities and build resilience.

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Working across Cambridgeshire  
Peterborough and South Lincolnshire