



Building on our  
Strengths Together

Annual Impact Report  
2018/2019

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We are Cambridgeshire, Peterborough and South Lincolnshire Mind (CPSL) 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.



CPSL

## Our Year

This year has been marked by opportunities, successes and challenges - in equal measures. We are proud of our impact, demonstrated across this report, and privileged to have worked with so many inspirational individuals and partner organisations who, like us, believe passionately in the vision of positive mental health for all.

It is a year in which we co-produced our new three-year strategy, setting out an exciting new direction and delivered an extraordinary range of high quality mental health support, community development and training: all this against a backdrop of uncertainty in relation to some of our service funding. With funding now secured for our innovative new Good Life Service, we have a solid foundation on which to grow and extend our reach.

Some exceptional achievements include a 37 per cent growth in the number of visits to our Sanctuary out-of-hours crisis service, reflecting the need of a calm, supportive space at times of mental health crisis.

We are also very proud of the growth of our co-produced Perinatal Service across Peterborough, Cambridgeshire and South Lincolnshire, leading to peer led groups supporting new and expectant Mums with their mental health.

Two of our projects received national recognition and, with it, much interest in sharing best practice:

- Our three-year Resilient Together Asset Based Community Development (ABCD) project received a very positive independent evaluation – and was highlighted by the Department of Health and Social Care as an example of empowering residents to get involved in their community and improve wellbeing.
- STOP Suicide, our award-winning suicide prevention campaign, dramatically increased its reach with an on-the-road campaign, increasing public understanding and engagement across the county.

Our strategy co-production exercise was comprehensive, involving individuals with lived experience of mental health issues, trustees, volunteers, staff and a wide range of external stakeholders from across our communities. Through in-depth ethnographic interviews we gathered knowledge and insights to understand and build the shape and best value of our future work. From this emerged the vision and mission that is behind our strategy roadmap for the next three years.

Aly Anderson, CEO





## A Note from the Chair

This has been a year for focussing on consultation, listening and direction. The work on our 'Building on our Strengths' strategy has confirmed our vision for a society in which everyone has positive mental health and feels part of a connected community.

We are proud to have identified the areas to guide our mission towards this. Supporting those with poor mental health to live well – whatever that may mean for them. Enabling people to maintain positive mental health, especially those going through tough times, eliminating stigma and inspiring connections within our communities for the benefit of everyone's mental health.

These are principles which will support us to increase choice and accessibility of community based support, but also to empower those with lived experience of mental health problems to recognise their own strengths.

We are looking forward to the growth of community-led activities that increase opportunity, self-help and peer support too, truly connecting others and building mental health-related skills within neighbourhoods and workplaces.

As the Chair of Trustees I would like to thank everyone for their tremendous contributions this year. The leadership has grown in strength, skills and experience too – in order to ensure that CPSL Mind continues to develop and reflect the hallmarks of an effective charity. The efforts of everyone including Trustees, volunteers and all of our staff are really appreciated and are a strong foundation going forward.

**Stuart Jessup, Chair of Trustees**



To download our organisation strategy: "Building on our strengths: For better mental health" – please go to [www.cpslmind.org.uk/about-us/](http://www.cpslmind.org.uk/about-us/)

## Changing lives: "I am a survivor, not a victim"

Our Changing Lives service provides counselling and Cognitive Behavioural Therapy across Cambridgeshire. Here, Sandra explains how accessing this service has helped her put her life challenges into context.

"Throughout and beyond my 20s I wasn't well, including contracting meningitis. I functioned on a cycle of physical and mental burnout that felt like being held underwater; some days I'd see and reach for the surface, others I'd be submersed gasping for air.

Even with my husband, my parents and medical support, I struggled until my first self-referral to CPSL Mind, where talking therapy allowed me a calm and non-judgemental space.

We reflected on the importance of my parents' community status to them, my father's high expectation of me as their only child, my fainting and label of a 'difficult personality'. Their dreadful response to my sexual abuse by someone known to us; carrying on, covering up, saying nothing. Separating me from the person but also from my associated playmates, a double loss at 11 years old.

We spoke of teenage boyfriends (who were) banned for distracting me from high academic achievement and of my rebellion.

This support did give me a period of stability but, when my physical health later deteriorated, I relapsed to my extreme emotional state and was assessed as clinically depressed. My father died, my unwell mother moved closer and I could no longer cope with my pain, the depression and with caring for others. I was crying out for help.

Again CPSL Mind helped me. I learned the true impact of my early relationships, that I had unreasonably high expectations of myself and that I had always put myself last. As my rare genetic conditions were finally diagnosed, I needed a new approach to managing my health with some sort of parity. Both my physical and mental causes are invisible, a 'double whammy'.

I regret not being able to speak with my parents now they are gone, but depression no longer 'attacks' me and I have the freedom to talk, to explain. I am a survivor, not a victim."



**"My counsellor is a hero and has helped me to create my everyday goal – to be contented."**

## Working in Partnership

We believe that collaborative approaches, bringing together like minded individuals, organisations and stakeholders is essential to improve recovery opportunities for all. Some examples of our partnership working this year include:

- Our Sanctuaries have provided out of hours support and a safe calming short term space in conjunction with the NHS First Response Service
- We have improved mental health for new or expecting mums with our Mums Matter perinatal services working alongside Child and Family Services
- Our work with HMP Peterborough has expanded, allowing us to make wellbeing support more accessible to prison residents
- We have increased knowledge and skills with young people through our Stress LESS campaign partnership with the Network for East Anglian Collaborative Outreach (NEACO)
- We have worked with people with lived experience of mental health problems to design new developments and ensure our work is relevant to them



Our experience of building community resilience using Asset Based Community Development (ABCD) approaches has had an impact across CPSL Mind.

Our independently evaluated community building project, Resilient Together, showed increased wellbeing and connectivity through the use of strengths-based approaches in Wisbech and the Southern Fringe of Cambridge. The project successfully empowered individuals to take action in their own communities focused on their own skills, talents and passions.

Resilient Together was highlighted by the Department of Health and Social Care as a 'best practice' case study.

Our team spent 5,500 hours on the ground and in 1,711 asset based conversations with residents, with over 54 informal community groups established and led by residents themselves.

Working with seven professional and community partners we have now trained a local network of ABCD guides and created a legacy to the project by developing and sharing our Practitioner's Guide, providing a point of reference and support to anyone interested in working in an asset based way.

## Our Impact - Your Feedback

**"I am able to allow myself to feel emotions and not beat myself up over them. These sessions have been life changing for me and have gone better than I ever imagined."**

**"What I have found positive about the service is the fact that you are treated as an adult, you are never patronised or your concerns dismissed. In knowing that you have support there, you always feel mentally more secure."**

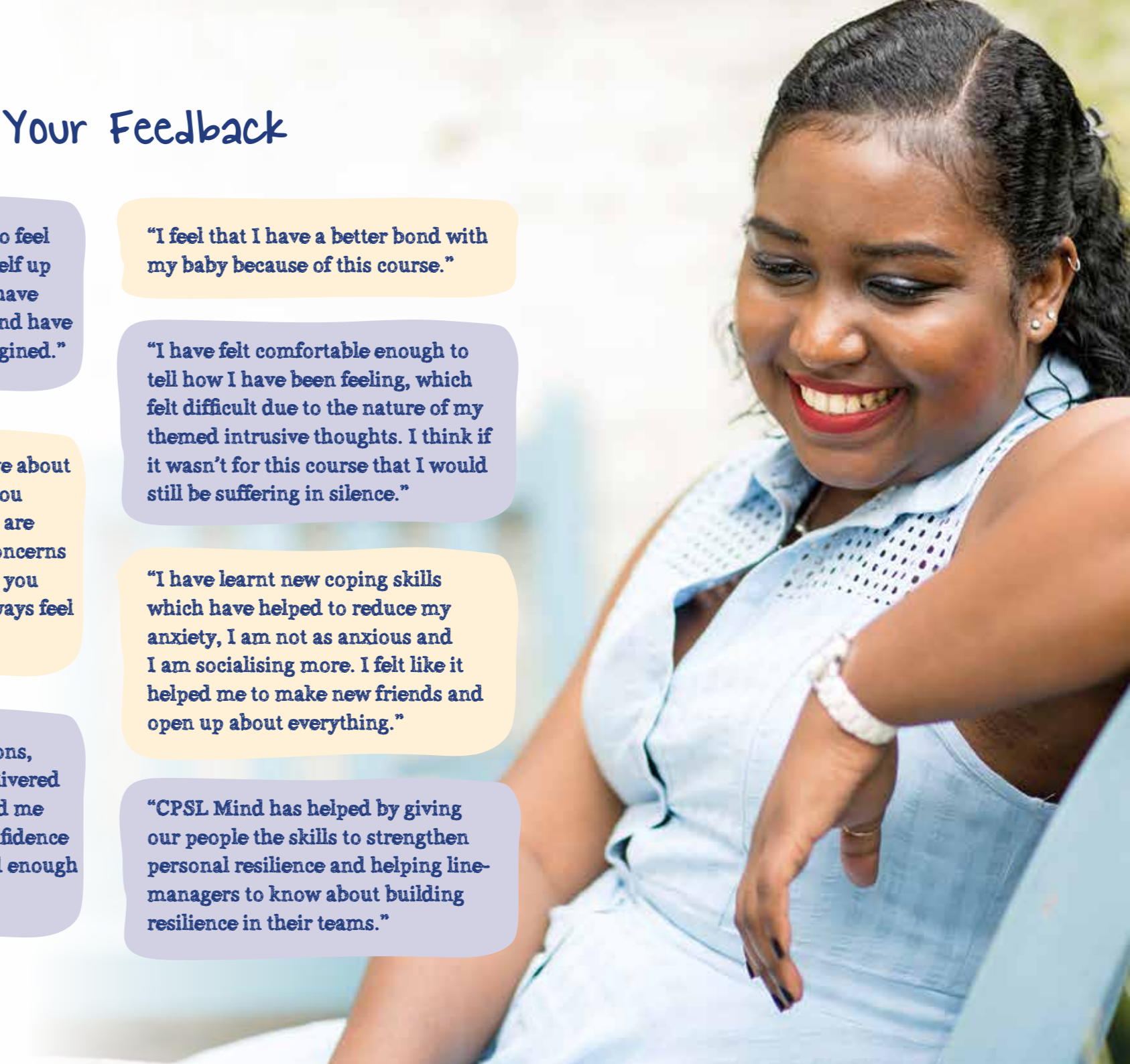
**"I didn't have set expectations, but I feel the course has delivered elements which have helped me with my mental health, confidence and feeling like I am a good enough mum."**

**"I feel that I have a better bond with my baby because of this course."**

**"I have felt comfortable enough to tell how I have been feeling, which felt difficult due to the nature of my themed intrusive thoughts. I think if it wasn't for this course that I would still be suffering in silence."**

**"I have learnt new coping skills which have helped to reduce my anxiety, I am not as anxious and I am socialising more. I felt like it helped me to make new friends and open up about everything."**

**"CPSL Mind has helped by giving our people the skills to strengthen personal resilience and helping line-managers to know about building resilience in their teams."**



# Making a Difference

We facilitated 546 hours of workshops and peer support groups, including 114 hours for residents at HMP Peterborough.



92 per cent of those receiving support from our Wellbeing service said their wellbeing had improved.

We provided more than 21,400 hours of one to one support, including more than 6,800 hours of talking therapy.



We reached thousands of people with our high profile STOP Suicide campaign: Our campaign film alone had more than 70,000 views on social media.



We supported the development of 54 community activities by residents in Wisbech and the Southern Fringe of Cambridge.



230 local emergency services personnel accessed our bespoke Blue Light Stress Support Service.

We supported 2,539 visits to our Sanctuaries, an increase of 37% on the previous year.



We trained more than 1,500 local people in mental health related courses.



98 per cent of those who attended our Applied Suicide Intervention Skills Training (ASIST) course subsequently said they felt confident to help a person at risk of suicide.



## Our Training, Talking about Mental Health

More and more employers are recognising the importance and business benefits of pro-active approaches to wellbeing in the workplace. Our growing Training Service is supporting this activity by delivering quality training and consultancy services to organisations across our area.

This year, the team delivered more than 780 training hours within Cambridgeshire and Peterborough to a range of individuals, community groups, businesses and public sector organisations.

Working closely with local businesses we have tailored our training to their context and environment together.

**“Our vision is to create opportunities that change lives through our drive, expertise, resources and passion. To make this happen, many employees work with people in the community as well as in their own homes. The Conflict Management training has given people the confidence, skills and techniques to handle sometimes higher risk situations. But also skills to help support the wellbeing of our employees.”**

- Amy Herbertson  
Senior HR Advisor from Cross Keys Homes

Continuing our message that suicide is everyone’s business, we have taken our suicide awareness training out into the community. We have trained 87 people in Applied Suicide Intervention Skills Training (ASIST) this year and 71 people on our bespoke Stop Suicide Workshop.



Our Suicide Mitigation for Primary Care staff has gone from strength to strength. We have trained over 200 local GPs and a further 250 other Primary Care staff in suicide awareness and suicide response.

Our GP Peer Trainer, Dr Melanie D’Souza, explains the impact of the training on her practice.

“I no longer feel that managing a suicidal patient is the preserve of a specialist. The training has given me a “toolkit” to understand more fully a patient’s suicidal thoughts. I am clearer about which patients need an immediate specialist response. This helps me make more appropriate referrals too.

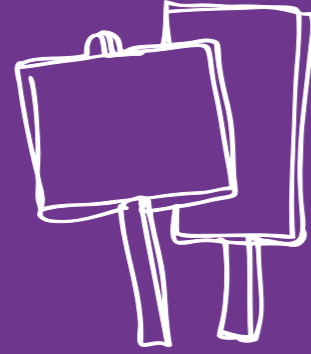
“Most importantly, I can do something for a patient there and then - through a compassionate response and by assisting him/her to use strategies and practices to cope with their unbearable emotional pain, in the form of an immediate safety plan”.

**“I have an opportunity to instil hope and maybe save a life.”**

- Dr Melanie D’Souza



## Campaigning: Breaking down barriers



In May 2018, we took our STOP Suicide Campaign into the heart of our community, reaching more people than we ever have before. Thanks to support from Cambridge-based company Jagex, we were able to reach out through press and broadcast media, outdoor bus advertising, radio adverts and social media.

We toured the areas with our powerful campaign film and Campaign Makers collectively volunteered more than 400 hours of their time having countless conversations local people, sharing our messages. The personal stories and dedication of our community to raise awareness and prevent suicide were truly inspiring, capturing the essence of the campaign.

Independent market research conducted before and after the campaign showed a statistically significant positive shift in public attitudes – the people surveyed told us:

- More people would be willing to get involved if they were worried about someone
- Nine out of ten believe ‘it is always worth trying to intervene’ when someone is feeling suicidal.
- Three out of four people understood that speaking directly about suicide can help and that suicide can be prevented.

**“STOP Suicide is the campaign behind the ‘I’d Ask’ Pledge that I’ve signed up to and would urge others to do the same.”**

– Stephen Fry



Recovering from his own experience of depression and suicidal thoughts has prompted our Campaign Maker James Archer to get involved in promoting the STOP Suicide Campaign.

“I was so far into that pit of depression that all the things people saw as making me successful in my life, I thought I didn’t deserve. I had a loving girlfriend, two kids, a good job, friends all around me.”

At his lowest point, James experienced suicidal thoughts. Fortunately though, he reached out to his GP for help. Since approaching his doctor and starting to recover, James, a 36-year-old construction worker from St Neots, has been raising awareness of suicide. He is inspiring others through his social media, podcast, talks and activity as a STOP Suicide Campaign Maker.

A challenging but important part of James’ campaigning has been to raise awareness amongst his colleagues. National statistics show that between 2011-2015 there were more suicides in the construction industry than any other profession.

“One day I sat down all the lads on site and just explained to them what was going on. I told them that sometimes I will have bad days, and others will be good. They were all so supportive, and so many people opened up to me about their own struggles. It has been very empowering.”

James is breaking down barriers as a Campaign Maker, helping people across our community to speak about their experiences and talk directly about suicide.

He says: “I am just an average man and I was so worried to talk about how I was feeling. I want to normalise it, and if I can help just one person, that would be amazing.”



**“You expect people in my job to be big and brave. We are all lads, and I was worried to tell people.”**

– James Archer



Fundraising

Supporting our Work

Every donation helps us to change a life and we want to say a big thank you for supporting our charity and mental health.

Your support helps to enhance services and develop new initiatives. Our Charity of the Year partnerships have brought us true collaboration with companies and organisations who have both fundraised and supported us with practical professional skills.

We hear inspirational ideas and methods of fundraising, with just some mentioned here. But to the many special individuals, organisations and groups that support us too, we could not do our work without you!

- Beaverbrooks
- Bonacia
- Burghley Park Golf Club
- Cambridgeshire Constabulary
- Douce Ltd
- Ely Golf Club
- Gibbs Denley Financial Services
- Global Inkjet Systems
- Grey Area Custom Tattoos
- Greenwood GRM LLP
- Hunt and Coombs Solicitors
- Jagex
- Meet Cambridge
- Mind National Grants
- Møller Institute
- New Cambridge Singers
- Paragon Customer Communications
- Peterborough Passport Office
- Peterborough Predators
- Pure Resourcing
- Rotary Club of Stamford Burghley
- Sawston and Babraham Cricket Club
- Sepura
- SLT Consulting
- Wellcome Sanger Institute
- Wolfson College Boat Club
- The Pye Foundation
- The Childwick Trust
- The Frank Litchfield General Charitable Trust



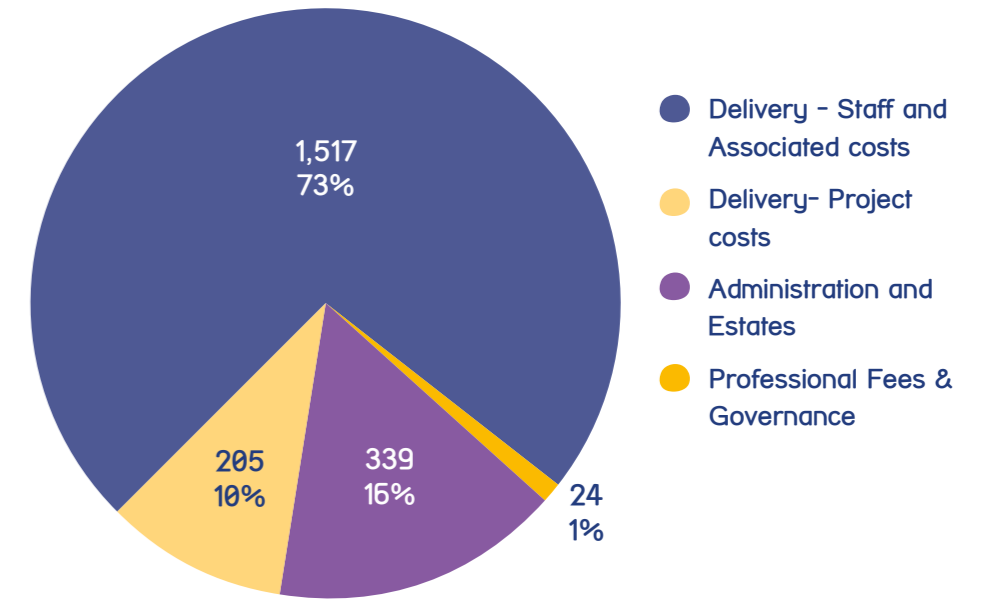
Over the course of 24 hours students, staff and alumni of both Cambridge University and Anglia Ruskin University came together to with their Speak Your Mind marathon broadcast. Our friends at CAM FM radio led this fundraising effort raising over £2,000.



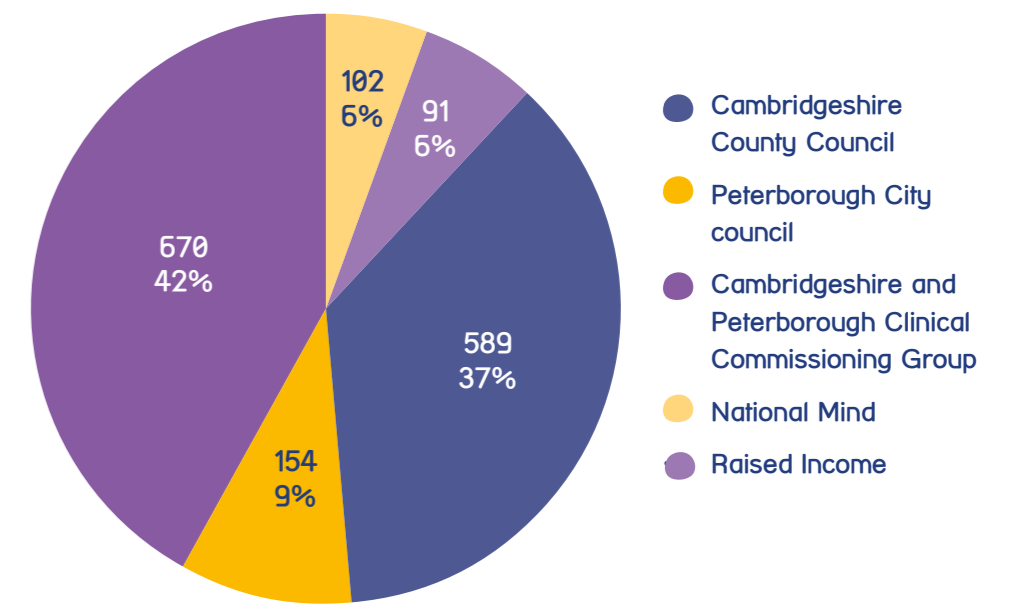
This was the first 10k run for Martin Mace who was inspired to fundraise for CPSL Mind after he received support from our Sanctuary last year. He says "They were incredibly supportive and played a vital part in my recovery, I have found running to be a great way to boost my mental health and I wanted to do something to show my support for such a great local charity."

- Thanks and acknowledgments to our core service funders.
- Cambridgeshire County Council
  - Peterborough City Council
  - Cambridgeshire and Peterborough CCG
  - HMP Peterborough

2018/19 Summary of Costs - £k



2018/19 Charitable Activities Income - £k





## Contact Us

For general enquiries please call 0300  
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or email [enquiries@cpslmind.org.uk](mailto:enquiries@cpslmind.org.uk)  
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 [www.facebook.com/CPSLMind](http://www.facebook.com/CPSLMind)  
 [@cpslmind](https://twitter.com/cpslmind)

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 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.



Working across Cambridgeshire  
Peterborough and South Lincolnshire