

# Impact Report 2017-2018



Aly Anderson

Welcome to CPSL Mind's Impact Report. Over the following pages we hope to give you a real feel for the breadth of our work; the impact it has had on individual lives and, indeed, whole communities.

We have illustrated this impact with statistics wherever possible – which tell part of the story – but we believe the greatest insights come from the personal stories that are featured throughout. We are very grateful to all those who have been generous enough to share their journeys in this way.

This year has seen a focus on embedding co-production into everything we do and taking learnings from our Asset Based Community Development (ABCD) activities. The asset based approach acknowledges that everyone has strengths, skills and talents – whatever their situation – and informs our approach to recovery, co-production and wellbeing.

It has been a privilege for us at CPSL Mind to develop this approach and to witness first-hand how it can be a catalyst for change, both in terms of individual recovery and building connected, resilient communities.

– Aly Anderson, CEO

## From 'the darkest place' to making a difference

**Pregnancy and new motherhood can be a time of wonder, of change and sometimes great challenge. Katie shares her story here.**

“ I accessed the perinatal services at CPSL Mind when my son was six months old as I was experiencing severe mental health issues which started during my pregnancy. I can honestly say that this was the darkest place that I had ever entered in my life and I really couldn't see any light at the end of the tunnel.



Katie Wells and her young son

Initially I attended the Connecting Mums course in October 2017 and then received further support on the Mums Matter course which started in January 2018 – this is where my life really started to turn around for the better.

I attended every session, I was so focused on my recovery. Each week we would be set some home practice and, even though I found some parts challenging, this gave me the tools that I needed to start changing my mind-set. I often look back and reflect on the work that I have completed. I feel that I know myself at a much deeper level and I can certainly recognise my own personal growth.

Over the eight-week course, my confidence began to grow and I started to believe in myself again. Being around the other mums massively aided my recovery and helped me to realise that I wasn't alone. I was able to be honest with myself for the first time.

As a result of the Mums Matter course I felt empowered and inspired to move forward with my life and I am now in a place where I am ready to give back and help other mums who have had similar experiences.

I am now a volunteer for the Perinatal Service at CPSL Mind and I lead the Mums Monthly Peer Support Group. I love the fact that I am able to help other mums along their journey to recovery, this is my time now, my chance to give back and to help make a difference.”

When the days seem dark,  
And the nights seem long,  
Remember how far you've come,  
And for that you are strong.

– Katie Wells, Volunteer

## 'I felt like I was regaining control of my life'

Our Support2Recovery service provides holistic, recovery-focused one to one support. Here one S2R client shares their journey.

**“** Before receiving support from CPSL Mind I was in such a dark place. It felt like depression had taken over my life and I was in and out of hospital. I hardly left the house due to my anxieties and was struggling with my self-esteem and suicidal thoughts. I had no hope that things would ever change.

Then I started receiving support visits from the Support2Recovery team. With their support, I learnt to trust people again and could process the trauma I'd experienced in my life. They helped me build my confidence to go back out into the community - I didn't need to be scared anymore.

Staff supported me through periods of crisis by accompanying me to appointments and helping me access counselling. The sessions made me feel like I was regaining control over my life, and when I made the decision to go back to work, staff helped me to complete my CV and practice interview techniques. I felt like I wasn't fighting this battle alone.

**“Two and a half years ago I never imagined I would be where I am today.”**

I'm now at the point where I don't need support anymore. I'm starting a full time job at the hospital and am no longer on benefits for the first time in 20 years. I'm in a much happier, more successful place in my life. I cannot stress enough how beneficial it has been to know support was there for me when I needed it most. **”**

During 2017/18 our wide-ranging services provided:

20,181

Hours of  
1:1 Support

389

Hours of  
group support

1857

Total combined visits  
to the Sanctuaries

647

Hours of workshops  
and peer support

4095

Hours of  
volunteer input

THE SANCTUARY  
A safe place for you in crisis

Our thanks go to everyone who has supported us, worked with or alongside us to make this happen.

## Peer support plays vital role

Our 'Bridging the Gap', 'Voices Matter' and 'Wellbeing' peer support groups create spaces in which people can connect with others who have lived experience of mental health challenges. There, attendees can talk openly with each other, share experiences and offer peer support. They also focus on coping skills and strategies for dealing with difficult feelings and situations.

Our aim is for all groups to be co-delivered by individuals who have experienced their own recovery journey and have been through a group themselves. The impact of this personal experience is invaluable in supporting others who are facing similar circumstances.

For example, one member of our 'Bridging the Gap' group for individuals living with a Personality Disorder highlighted the importance of "meeting other people who 'get you' and understand Borderline Personality Disorder", and praised how "welcoming and supportive" the group is.

More people are coming through our groups who feel in a place to give back and co-facilitate, 'Bridging the Gap' alone now has six groups around the county.

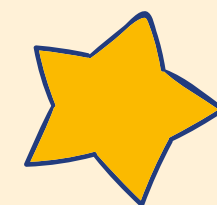
**“I have been growing in confidence within the PD group and have found it positive to share my experiences with like-minded people. Over the last two years, I have learnt so much about myself and how to deal with daily issues of my BPD and if I grow more confident I would like to volunteer and give something back”.**

– 'Bridging the Gap' group member



Celebrating success at the Positive Practice Awards

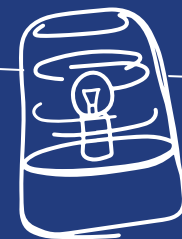
Sanctuary  
Awards!



We were delighted to see Cambridgeshire and Peterborough's First Response Service (FRS) named as winners of the Positive Practice in Mental Health Awards for Crisis and Acute Services. We are proud that our Sanctuaries are part of the collaborative model, working with a wide range of partners to improve crisis care across Cambridgeshire and Peterborough. Our Sanctuaries provide an out-of-hours service for people in mental health crisis 7 nights a week, 365 days a year, providing them with practical and emotional support.



# Blue Light Programme



Facilitating one of the four Mind Blue Light Network pilot projects across the country has involved us in a huge range of activity over the last two years - all designed to raise awareness of mental health issues and to tackle mental health-related stigma across our local emergency services.

CPSL Mind's Blue Light team members Jo Fitzpatrick and Jenny Swain were warmly welcomed by all our emergency service organisations - and have been truly inspired by the passion and commitment shown by those involved in this campaign.

## Committing to Change

In a commitment to challenge mental health stigma and promote positive wellbeing, each service completed a ten-point action plan to keep them on track to making positive changes including communications, recruiting Champions, training staff and considering sustainability of the Blue Light work.

- 278 Champions across the emergency services
- 154 Managers trained in managing the mental health of their staff
- 184 Staff trained in mental health awareness and suicide prevention
- 107 Call handlers trained regarding mental health and callers

## The key role of a Champion

**"Becoming a Blue Light Champion has been very informative for me and has opened my eyes to the struggles faced by members of the emergency services. The courses run by [CPSL] Mind have really motivated me to want to make Blue Light a part of my police work and I feel enabled to assist colleagues in times of difficulty. I very much look forward to seeing the 'Blue Light' shine in the future."**

**"I have spoken with a colleague who was feeling down and I now know what type of things to say and how to adapt conversations to enable me to assist them."**

– Debbie Hill - Cambridgeshire Constabulary

- Our co-ordinators have been awarded a Cambridgeshire Constabulary commendation for their work and commitment to the programme.
- This work has resulted in further funding to provide therapeutic and stress support to emergency services personnel.

Training is a central part of our work. Our Training Service provides a range of programmes and workshops for partners, our community and companies - managers and staff.

## Supporting GPs with Suicide Prevention Skills

In October 2017, in line with the strategic aims of our local Suicide Prevention Implementation Group, we began a new initiative providing suicide awareness training for GPs. This has been designed so that doctors are better able to support patients who are experiencing emotional distress or suicidal thoughts.

CPSL Mind recruited a GP Training Co-ordinator to establish the project and roll out the training programme. Kate Beed who tragically lost her sister to suicide in 2016 says, "Working with GPs in Cambridgeshire and Peterborough is incredibly rewarding. They have been really engaged in the training and want to learn about how best to help and

support someone who is really struggling. Of course GPs are always incredibly busy, so one of the challenges in setting up the project has been finding a way to train them that is flexible in order to suit their time constraints." Kate is now a licensed trainer with Connecting with People, a leading national suicide prevention organisation, and co-delivers our programme with an accredited GP.



Kate Beed, GP Training Co-ordinator

## Individuals trained in mental health skills this year



**255**  
Young people  
and students



**512**  
Adults mental health  
and wellbeing  
in the workplace



**388**  
Mental Health  
First Aiders



**138**  
ASIST caregivers  
(Applied Suicide  
Intervention Skills Training)





Our three-year Resilient Together project has used Asset Based Community Development (ABCD) approaches to support resident-led community action in Wisbech and the southern fringe of Cambridge. Our way of working has focused on strengths, talents and skills as a means to building resilience and wellbeing across communities.

Creating 'people maps', like the one above, to show how connecting people and other community 'assets' empowers residents, is one of the ways we demonstrate the impact of this work.

## Making things happen: meet Nicky

Empowering residents to recognise their own skills – and connecting them with others with similar passions – is what Resilient together is all about. Nicky Bell gained confidence from his own experiences of peer support and has now worked alongside other residents to create a popular community group in Wisbech. Here he tells his story:

“I had problems with bullying. Eventually it got so bad that I did not go out. I remember being at work one day and hearing Meat Loaf 'A Bat Out of Hell.' It was like a voice and was very vivid. This is when I started hearing voices.

After a while I was hearing voices more and more. The voices became more agitated and I started to lose grip on reality. I spent three years avoiding the voices but



Nicky Bell

they never went away. I was scared to go outdoors until one and a half years ago when I received treatment having recognised I needed help. It was either that or I contemplated taking my own life. It was unbearable but I wanted to learn about others like me.

At the Hearing Voices Group, I discovered how others deal with it in different ways. The group has given me confidence to open up.

I then met Adam, a Resilient Together Community Builder, at a Get Together. We went to the Tea and Toast group, art groups and met others together. We found this helpful and all talked about what it would be like to set up our own group.

I found that art and music gave me relief and that is where the idea for our All Sorts Together group came from. The plan is for others to come to All Sorts Together and for us to make their ideas come to life. It is their ideas that will matter. We had the idea but it's not about us. It's about the people that will come. It makes me happy to help others.

Resilient Together has given me confidence to believe in our ideas. The last year and a half has been a journey for me. I had been a recluse but now I have the confidence to go out and meet other people. I never expected to come this far and for people to be interested in me.”

you + me  
= US!

Resilient Together





**Pulling Together**  
Making life a little easier.

## Reaching out across our community

In summer 2017 we began a pilot project, using Asset Based Community Development (ABCD) approaches to explore ways of enhancing wellbeing among residents of one of the Gypsy, Roma, Traveller communities in Cambridge.

This collaborative project focused on listening and learning from residents' own experiences and resulted in the co-production of wellbeing resources for the community and a practice guide for others wishing to connect with Gypsy, Roma, Traveller communities.

As part of this work we were asked to develop suicide prevention training. Two members of the community, Caroline and Mark Penfold, gathered a tremendous response from neighbours and colleagues to attend our unique STOP Suicide workshops.

Since then, brother and sister Mark and Caroline have set up a telephone wellbeing line within the Traveller community.

**"The training gave me the skills to spot the signs of suicide and actively listen to somebody in crisis. My attitude before was to try and solve somebody's problems for them but the answers are not in me – they're inside them. Allowing them space to say what they need to say is key."** – Mark Penfold



Mark Penfold

Thanks to the training, when a member of his community was feeling suicidal, Mark was there to keep her safe. "I spoke with a young girl who had been bullied at school for most of her life. She told me she was self-harming and I asked her directly about suicide to be clear about how she was feeling." By taking a direct approach, Mark enabled her to speak about her suicidal thoughts.

Since the launch of STOP Suicide in September 2014 we have:

- Had over 1,400 personal pledges
- Held more than 4,800 face to face conversations about suicide
- Distributed over 20,000 suicide prevention resources
- Received the support of more than 50 volunteer Campaign Makers
- Had a global social media reach including over 1.1 million impressions on Twitter!
- Welcomed 25,000 visitors to [stopsuicidepledge.org](http://stopsuicidepledge.org)

**STOP suicide**  
Save a life. Choose to live.

Our STOP Suicide campaign seeks to empower communities and individuals to help stop suicides by being alert to the warning signs, asking directly about suicide and helping those who are feeling suicidal to stay safe.

## 'My one word of advice would be: talk'

Our corporate fundraising partnership with Jagex, Cambridge-based creators of the game Runescape, enabled us to be far more ambitious in our aims for the STOP Suicide campaign which has been running since 2014.

Kelvin Plomer, Director of Charitable Giving and Customer Support at Jagex, said: "Providing members of the public with the skills and confidence to have open conversations about suicide will help those at risk to stay safe. Jagex, through our charitable strategies, wants to make a real difference to people's lives, and it's campaigns like this which seek to achieve that, and we're proud to be a part of it."

In January 2018 we embarked on producing a campaign film highlighting the experiences of real people who have either felt suicidal themselves or supported somebody else with suicidal thoughts. This piece of media would form the centrepiece of a wide-scale campaign across the space of a month in May 2018 with direct bus advertising, community roadshows, social media and media.

Leah, from Peterborough, was one of five individuals who participated in the film which encourages everyone to have direct conversations about suicide. Sharing her experience of suicidal thoughts, Leah said it "felt like I had no one there" and that, if that was the case, people "wouldn't care if I wasn't there".

Having attempted suicide previously, Leah is now using her story in a positive way to illustrate the impact that a friend reaching out and asking directly about suicide can have, saying "my one word of advice would be talk".

Leah is active as one of our Campaign Makers playing an ongoing role with others to promote mental health and STOP Suicide.



Staff and Campaign Makers at the 2018 launch at Jagex, Cambridge



Leah Barfield, Campaign Maker



# Making our work possible

We want to say a massive 'Thank You' to every individual and organisation who has provided funding, raised money and donated to support us. Your contributions enable us to further enhance services, improve our facilities and launch new projects across our communities.

We value the courage, determination and passion that drives all of our donors and supporters. Here is just a handful of the many amazing stories we have heard this year.

A big thank you to the special individuals, organisations and groups who support us, we could not do it without you.

## Our core service funders 2017/18:

- Cambridgeshire and Peterborough Clinical Commissioning Group
- Peterborough City Council
- Cambridgeshire County Council
- National Mind
- Lincolnshire Partnership NHS Foundation Trust
- Sodexo



## Action Stories

### Anne Enticknap

After a challenging four days, 320 miles, three tumbles and one puncture, Anne succeeded in her ride between London and Paris.

"My decision to raise money for CPSL Mind was sealed having seen Johnny Benjamin's film 'Stranger on the Bridge' and hearing him talk about his experiences relating to his mental health and attempted suicide, which I found incredibly moving," said Anne. "I feel that mental health does need to be seen in the same way as physical health. If someone's leg is in plaster, people seem to recognise that it's challenging and know the questions to ask and the support to give. If someone has a panic attack, for example, or is experiencing depression, then they need the same recognition and support. CPSL Mind provides support locally so the money people have been kind enough to give will go to services that will support people in our area."



Thank you to the Rotary Club of St Neots St Mary's who funded our Mums Matter course which took place in St Neots.

This course supported women experiencing perinatal mental health challenges and is just one example of how fundraising has had a direct positive impact to the lives of individuals in our community.

## Supporting Mums Matter

### Karen Williams

With great strength and determination, Karen Williams reached her goal of walking the Great Wall of China in 90,535 steps, totaling 78.1 kilometers, and raised a staggering £1,197.

"It was by far the hardest and biggest challenge of my life - but the experience was so worth it. It was a lot harder than I imagined but I really wanted to set myself the toughest challenge I could. For people recovering from mental health problems, they face such tough challenges every day and I am so pleased I have been able to support the work of CPSL Mind," says Karen.



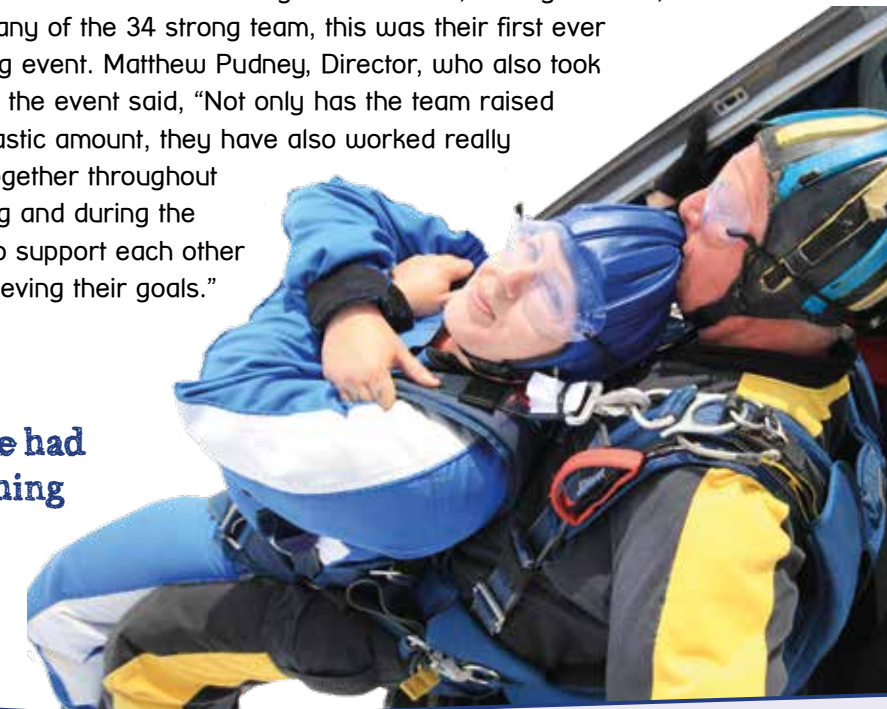
### Princebuild

The Princebuild group of companies supporting us makes a huge difference to us and to the company themselves. Staff and associates completed the Grand East Anglian 10km Run, raising over £2,250. For many of the 34 strong team, this was their first ever running event. Matthew Pudney, Director, who also took part in the event said, "Not only has the team raised a fantastic amount, they have also worked really well together throughout training and during the race to support each other in achieving their goals."



### Vicky Towers

**"I've had friends and family who have had mental health problems and it is nothing to be ashamed of. I hope my skydive will help to raise awareness of this important issue."**



## Thank You!

Our thanks go to all the following organisations who have supported us during 2017/18: Cambridge Masonic Trust, Batterson Chivers Foundation, Ridgeons Family Charity, Glossop Pryor Foundation, Anglia Ruskin University, Amino Communications, Bathing Under the Sky, Cambridgeshire Constabulary, Christs College, GE Smallworld, Grey Area Custom Tattoo, Hunt & Coombs Solicitors, Jagex, John Lewis (Cambridge), OxFizz, Meet Cambridge, Nationwide, Princebuild, Shakespeare Avenue Community Centre, The Foundation of Edward Storey, TSB Peterborough, Waitrose, Hundred of Elloe Lodge, Gild of St Mary Lodge, March Golf Club, New Cambridge Singers, St Neots Riverside Runners, The Rotary Club of St Neots St Mary's, The William Harvey Theatrical Society, and the Rotary Club of Stamford Burghley.

## Note from our Chair

This year the team of staff and volunteers at CPSL Mind have continued to work closely with people across the area to ensure that mental health is on the agenda and that individuals are able to access services that meet their needs. This is not always easy in an environment of reduced funds and uncertainty. The team have responded to all of these issues with their usual energy and enthusiasm for which I am truly grateful.

CPSL Mind continues to have a positive impact on people's lives and works with other service providers and commissioners to ensure that the patterns of mental health care across the area are responsive and decrease stigma and exclusion.

A great overall strength is our approach to co-production and community-based work which is growing in practice and expertise year on year.

We have achieved further outreach in South Lincolnshire including with our Perinatal service.

I would like to thank the staff, the volunteers and the Board members for all they have contributed to this amazing organisation over the past year and wish all well for the coming years.



Jo Lucas

March 2019 will see our Chair Jo Lucas stand down from the Board, having been involved with Mind in various ways for more than 30 years. Jo has made a huge contribution to CPSL Mind and her experience and expertise will be greatly missed.

## Co-Production at our core

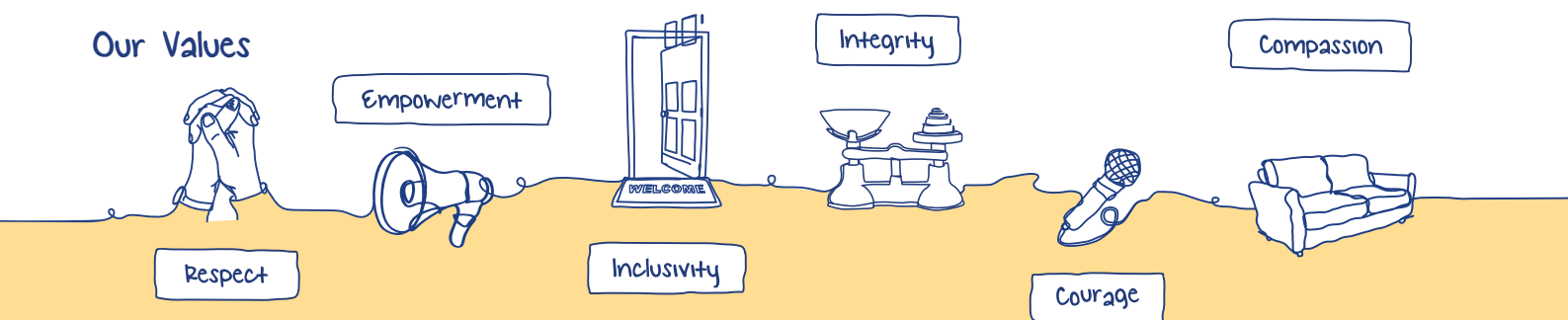
The value that people with lived experience bring to our organisation is huge and our Co-Production Team continues working to ensure we recognise and capture this across CPSL Mind.

The Co-Production Team comprises individuals with lived experience of mental health services, carers, volunteers and staff. The team has made a significant impact on every part of the organisation you've read about in this report, by providing invaluable input and expertise. In total, the team have contributed over 100 hours to develop and shape CPSL Mind's future.

One of our Co-Production Team members has reflected on his involvement:

**"Years spent focusing on your own mental-wellbeing issues don't generally count as an advantage in life, which is why it's a delight to me to find a situation where my experience is welcomed and valued. For me, my involvement in the co-production team is both affirming and refreshing."**

### Our Values



### About CPSL Mind

We are a dynamic, county-wide charity that supports local people in their recovery from mental health issues, promotes wellbeing and campaigns against stigma & discrimination.



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