

# IMPACT REPORT



2023-2024





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We are delighted to present our 2023-2024 Impact Report. In these pages you will learn about the huge difference we have made together over the year.

Our incredible team of dedicated colleagues, volunteers and supporters has been hard at work alongside inspirational people and partners from our communities in Oxfordshire and Berkshire West. We've been working in Oxfordshire since 1967 and are pleased to see our more recent work in Wokingham, Reading & West Berks growing through Mind in Berkshire - including through our brilliantly innovative volunteers. We won't give up until everyone experiencing a mental health problem gets both support and respect.

As well as delivering life-changing services for children, young people and adults, we've continued to put our values into practice throughout our work; seeking to better understand people's experiences and influence positive system change. We are incredibly proud to have won two Mind Excellence Awards - recognising our work in Equality & Diversity and Collaboration, Profile & Influence, nationally. We know there is more to do and we could not make the difference we do without your support. Thank you!

We hope you enjoy learning more about what we've achieved this year.



**Jess Willsher**  
Chief Executive Officer



**Dr Alan Cohen**  
Chair of Trustees



Welcome

“... we are incredibly proud of all the work undertaken by our dedicated staff and volunteers, and the commitment and resilience shown by our service users.”





# Our Services

## An Overview of Our Services

### A & E Outreach

Support for people from across the West of Berkshire who have experienced self-harm or suicidal thoughts, helping them connect with local resources and build recovery-focused skills.

### Benefits for Better Mental Health

Advice on welfare benefits for people with mental health challenges and their carers.

### Information Service

A free helpline for any mental health-related enquiry, plus guides to local support.

### Wellbeing Hubs

Wellbeing Hubs provide peer support groups, a programme of short courses, and workshops designed to promote wellbeing and many creative activities and groups.

### Physical Wellbeing

A range of projects designed to support people with mental health challenges with their physical health, from walking groups to health check appointments.

### Primary Care Wellbeing Service

One-to-one support for mental health and wellbeing issues affecting daily life.

### Safe Haven

Out-of-hours support for those experiencing mental health crises, offering a space to talk and find distractions, online and in-person.

### Support for Children, Young People & Families

Mental health support in schools and community settings, including supported self help for young people and their trusted adults in primary care sessions, Youth in Mind conferences, and Youth Mental Health Forums

### Housing

Safe, supported accommodation for adults (18-65) in Oxfordshire with mental health needs.

### Volunteering

A variety of roles with full training and support—volunteers are an essential part of our team and operate throughout Oxfordshire and West of Berkshire.

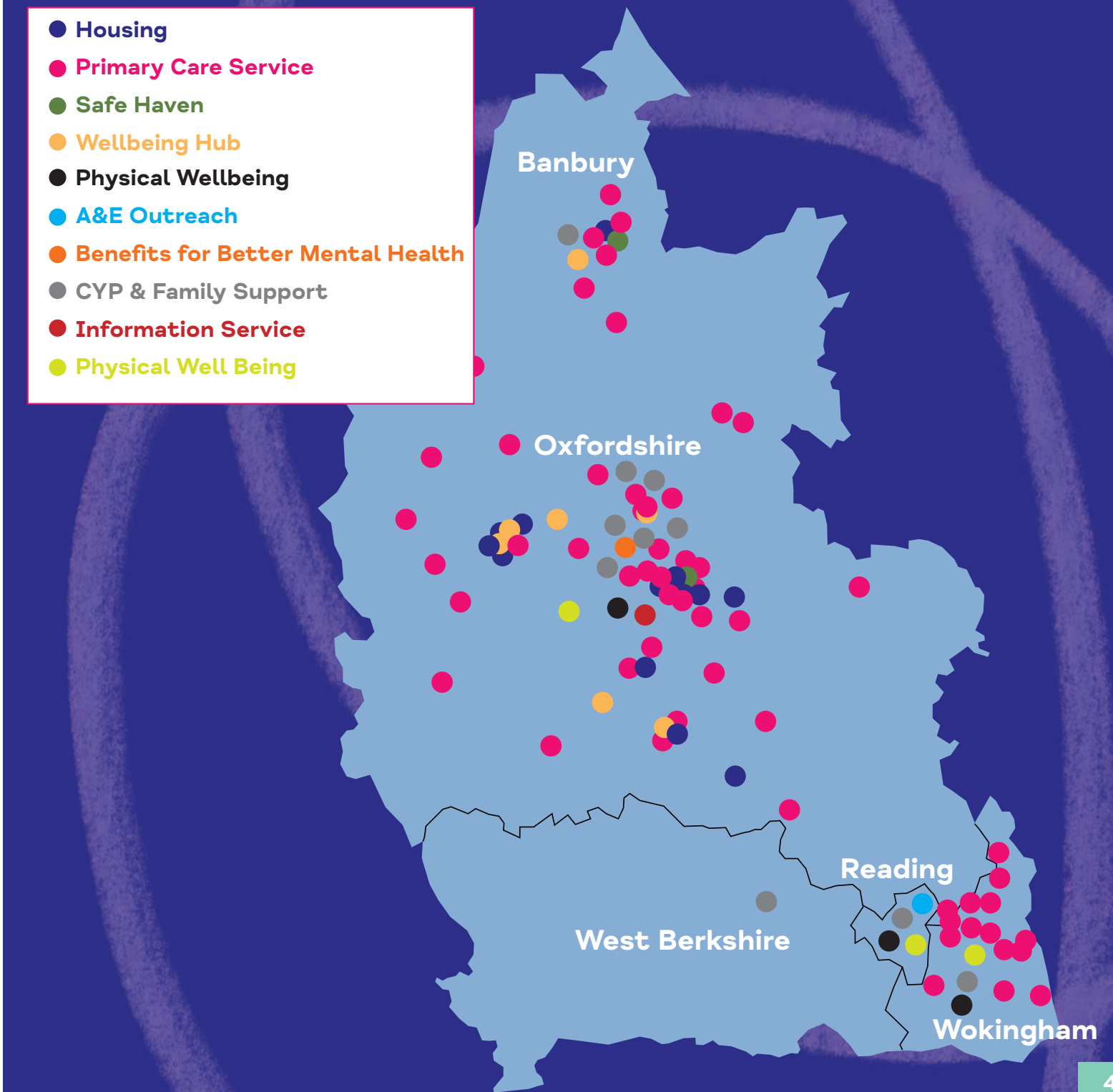
### Supported Self Help

One-to-one sessions to help people develop coping and self-management skills – offered across Oxfordshire, Berkshire and beyond.

### Adult Mental Health Team Embedded Workers

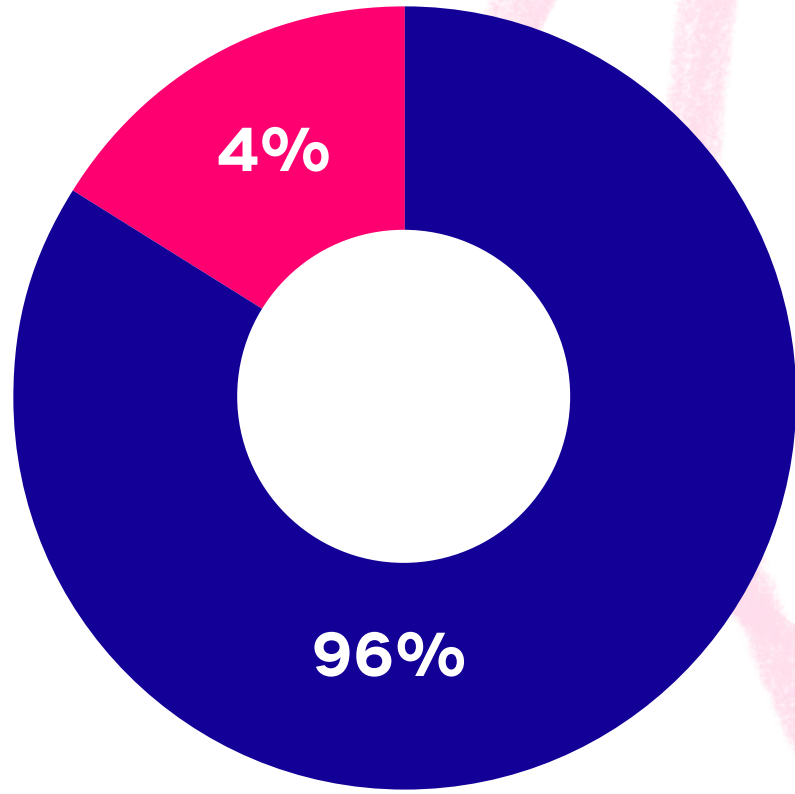
Our Adult Mental Health team works with individuals who are being discharged via recovery focused sessions which support individuals to access services within the local community.

- Housing
- Primary Care Service
- Safe Haven
- Wellbeing Hub
- Physical Wellbeing
- A&E Outreach
- Benefits for Better Mental Health
- CYP & Family Support
- Information Service
- Physical Well Being



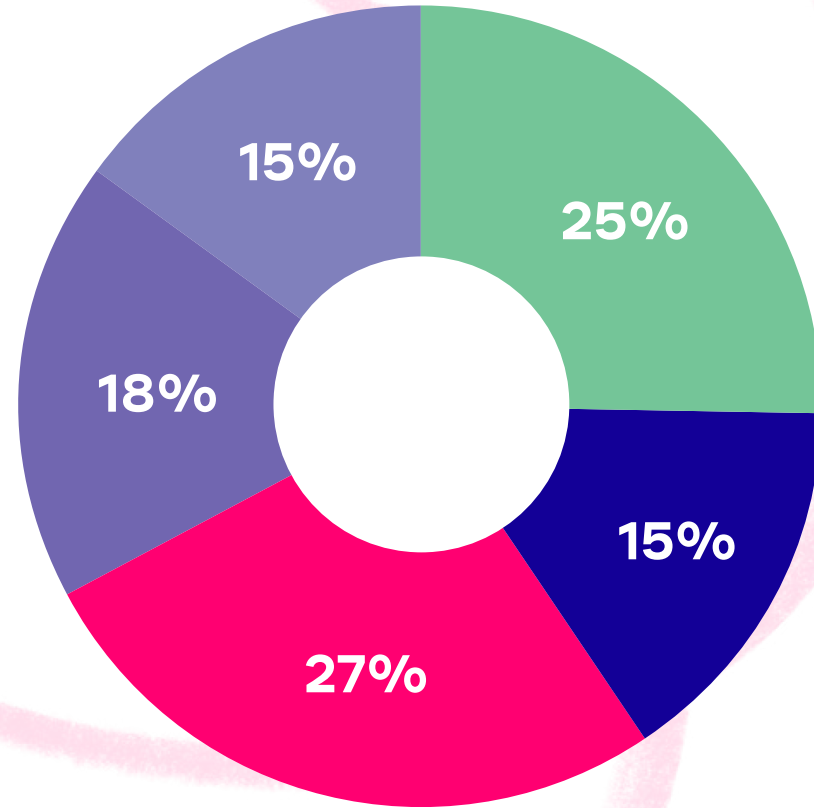


**People who engaged with Oxfordshire Mind/Mind in Berkshire West in 2023/24 by place of residence**



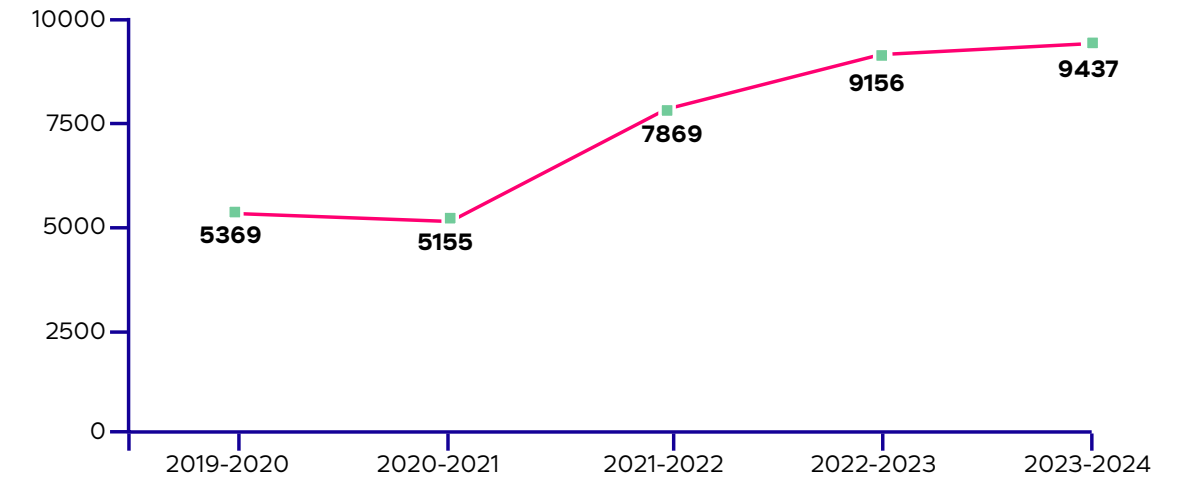
■ Oxfordshire
 ■ Berkshire West

**Oxfordshire residents by LTLA**



■ Oxford City
 ■ South Oxfordshire
 ■ Cherwell  
■ Vale of White Horse
 ■ West Oxfordshire

**Unique individuals engaged each year**

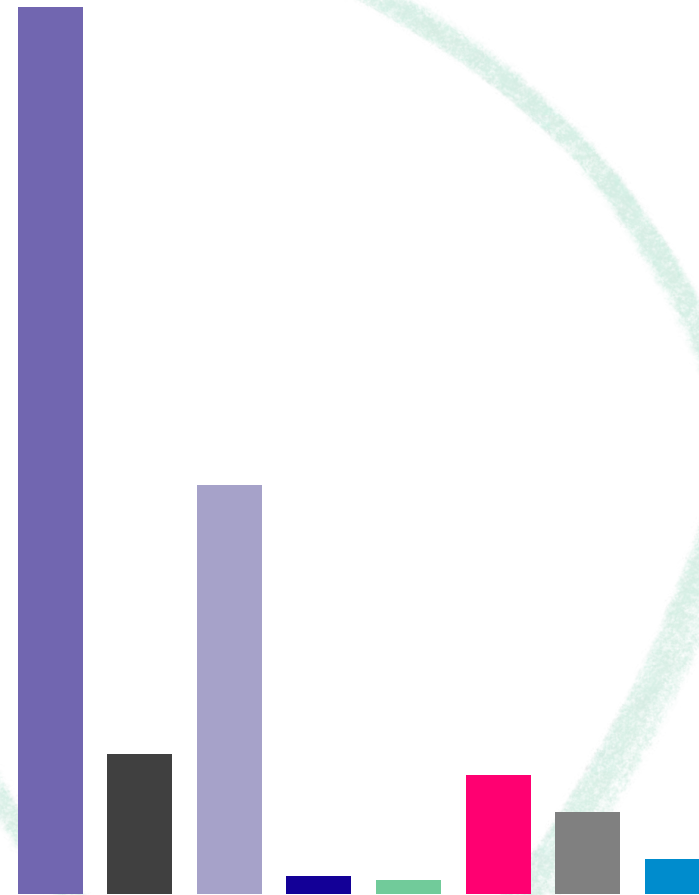




# Reach and Accessibility (Oxfordshire)

Primary Care Wellbeing Service	<b>5386</b>
Safe Haven	<b>847</b>
Wellbeing Hubs	<b>2484</b>
Housing	<b>107</b>
Physical Wellbeing	<b>83</b>
Children, Young People and Families	<b>721</b>
Benefits for Better Mental Health	<b>494</b>
Embedded Workers	<b>212</b>

**TOTAL  
10334**



The Information Line supported 7125 people in 2023/24

\*Total may be higher than number of unique users on p5 as some people access more than one service

Supported Self Help **195**

# (Berkshire)

A and E	<b>32</b>
Primary Care Wellbeing	<b>183</b>
Physical Wellbeing	<b>195</b>
<b>TOTAL</b>	<b>410</b>





# Equity Diversity Inclusion & Equality

At Oxfordshire Mind, matters of equity, diversity, inclusion and equality (EDIE) are everyone's responsibility and this is reflected in work taking place across our organisation – from creating multilingual mental health resources to delivering in-depth, bespoke EDIE training, which has received brilliant feedback both internally and from other organisations.

We've delivered local qualitative research findings on men's wellbeing in Wokingham Borough, and on Black people's experience of mental health support across Berkshire. Our community outreach work in Oxfordshire has strengthened our relationships with migrant communities and organisations.

Embedding EDIE into our policies, procedures and learning opportunities has helped to keep our approach cohesive and values-driven, and spaces such as our EDIE Action Group – a bi-monthly meeting for staff and trustees centred around uncomfortable conversations on the impact of discrimination, facilitating shared learning and implementing meaningful action.

Our efforts have been recognised by National Mind at our Mind Quality Mark assessment, and as a result, we were nominated for a Mind Excellence Award for our EDIE strategy and work completed so far.

We're proud to do this work because we know that tackling discrimination and working towards social justice is part of our purpose, making sure that everyone receives good mental health support and is treated with respect.

We are continuing our journey to become an ever-fairer, more diverse and inclusive organisation with a clear and accountable plan of action.



## Volunteering

Volunteers make a huge difference in helping us to support more people across Oxfordshire and Berkshire. This year, 128 volunteers gave 3,028 hours across our services!

Many volunteers also say that they get a lot out of their volunteering. One of our volunteers, Chantelle, told us about her experience with Oxfordshire Mind...

**“My name is Chantelle. I currently volunteer for the Info Line where I respond to emails and telephone calls from people experiencing mental health problems.**

**I have met some wonderful people through my volunteering and learnt a lot about mental health and the challenges that people face. I am learning lots of new skills and becoming more IT literate. It feels good to be using my own experience of mental health problems to help others.**

**My message to others who are thinking of volunteering is to Do It! Mind is very supportive of their volunteers, you won't ever feel alone and you will learn so much about mental health and the challenges that people face. No matter what you have been through you will make a difference to someone's life volunteering for Mind<sup>®</sup>.**

### What else is new in our volunteering service?

This year we have expanded our reach across Berkshire – in some very different ways!

We attended our first Reading Festival, with 17 staff and volunteers running a 5-day Assistance, Information and Response Hub to support the wellbeing of festivalgoers.

We also piloted our first new role in the Wokingham Wellbeing Service, where trained Peer Researcher Volunteers contact service users to collect feedback about their experience of the service.

We are always looking for new volunteers. If you are interested in learning more, please reach out at [volunteering@oxfordshiremind.org.uk](mailto:volunteering@oxfordshiremind.org.uk)

**I have learnt that with the right people around you, you can attempt new challenges and really surprise yourself.”**





# Children, Young People and Families

The Children & Young People Supported Self Help Programme had further investment from Banbury Alliance PCN, Kidlington Islip Woodstock & Yarnton PCN and Wantage PCN – this has led to the employment of 3 full time and 2 part time CYP wellbeing workers. This has allowed us to expand this offer further across Oxfordshire, all of which have had future investment into the following year.

**229 Responses to CYP SSH Programme:**

- 96.5%**  
Agree or Strongly Agree that CYP SSH service has helped the child/young person to better understand their problems.
- 92%**  
Agree or Strongly Agree that CYP SSH service provided the child/young person the help that mattered to them.
- 99.5%**  
Agree or Strongly Agree that CYP wellbeing workers treated the child/young person’s concerns seriously
- 98.6%**  
Agree or Strongly Agree that they had confidence in the CYP wellbeing staff working with their child/young person



**1153**  
young people have been supported by the CYP service



**505**  
young people aged 7-17y have accessed CYP SSH programme



**31**  
young people accessed the Beginners Boxing for wellbeing project



**499**  
young people and trusted adults have been supported through triage by the CYP wellbeing workers based in GP surgeries (signposting, referrals, safeguarding, etc)



**118**  
young people have benefited from workshops & fresher’s events

**Improvement to wellbeing after completing CYP SSH:**  
Average increase in SWMWBS (Short Warwick Edinburgh Wellbeing Scale) **73.2%**  
Average decrease in SDQ (Strengths & Difficulties Questionnaire) **74.2%**

## Feedback from parents

- “Very kind, patient and understanding, helpful when it came to planning next steps. Flexible when it came to both of us attending the sessions, excellent when it came to being reassuring, and I would highly recommend to other parents.”
- “Amazing contact and very fast help, very good approach to young person, quick response to problems and quick attempts to solve them.”
- “Amazing! Really great advice and really friendly, excellent advice and techniques. I’ve noticed areas of change in my child, she felt safe and relaxed.”

## Feedback from Young People

- “Made me feel really comfortable from the beginning. Always listened and had nice general chats with me, the resources my CYP wellbeing worker provided were always helpful and relevant. It helped when we did them together and my wellbeing worker always felt she understood me.”
- “The sessions improved my anxiousness and low moods. I can now cope better and know what to do when I’m struggling.”
- “The service was really useful and has helped my mental health a huge amount. seriously, even if I felt like they were not real problems, she was really nice.”





# Youth in Mind (Oxfordshire)



Since 2019, Oxfordshire Mind has partnered with Oxfordshire Youth to deliver the Youth in Mind conferences, an annual cross-sector event designed for individuals working with children and young people across Oxfordshire. These conferences blend cutting-edge research with the lived experiences of young people to improve mental health outcomes in the region. Aimed at equipping attendees with practical resources and toolkits, the one-day conference features a diverse programme of speakers, creative artists, and youth participants.

The Youth in Mind 2023 conference, held on 4th July 2023 at St. Edward's School, Oxford, brought together over 400 attendees to engage with critical topics surrounding the mental health of children and young people. Organised by Oxfordshire Youth and Oxfordshire Mind, the event carried the theme "Listen, Respond, Champion," emphasizing collaborative action in mental health advocacy.

The conference featured an inspiring blend of keynote speeches, workshops, and interactive sessions designed to deepen understanding, provide practical tools, and strengthen professional networks. Speakers such as Dr. Sarah Hughes, CEO of Mind, and Dr. Anisa-Ree Moses, educational psychologist, set the stage by discussing actionable strategies to support young people's mental health.

With over 20 workshops ranging from "Self-Harm to Self-Care" by the Discovery College to "Time Outside – Nature-Based Wellbeing" by Oxford City Farm, the sessions provided practical tools for professionals to implement in their work. Feedback highlighted the variety and relevance of these workshops.

## Feedback Insights

**Post-event surveys revealed high levels of satisfaction and impactful outcomes:**

**89% of attendees reported a deepened understanding of youth mental health.**

**100% felt more connected to a wider support network.**

**91% gained tools to strengthen their work in supporting young people.**

Youth in Mind 2023 succeeded in inspiring, educating, and connecting attendees, reinforcing the collective mission to champion the mental health of children and young people. With feedback shaping future iterations, the event stands as a cornerstone for impactful community and professional engagement.

# Youth in Mind Berkshire

Youth in Mind Berkshire 2023, an annual cross-sector conference, brought together professionals, educators, and young people to address the mental health challenges faced by children and young people. The conference is a platform for learning, networking, and collaboration, aimed at equipping attendees with tools and strategies to improve youth mental wellbeing. Organised with a focus on inclusivity and practical application, the 2023 event built on its legacy of fostering meaningful change in Berkshire's mental health landscape.

The Youth in Mind Berkshire 2023 conference was held at the University of Reading, attracting a diverse audience of delegates from voluntary sector organisations (VSOs), statutory services, and schools. The event featured a carefully curated programme of keynote speeches, panel discussions, workshops, and an exhibition area, all designed to inspire, inform, and connect attendees.

Delegates valued the participation of children and young people (CYP) throughout the day. Their involvement was both a highlight and a key opportunity for development, with plans to formalise their roles as part of the event's structure moving forward. This inclusion not only enhances the event's impact but also supports funding applications, as it provides work experience opportunities for young people.

Youth in Mind Berkshire 2023 provided an invaluable opportunity for professionals, educators, and young people to collaborate on the pressing issue of youth mental health. By addressing logistical and financial challenges, incorporating innovative engagement strategies, and leveraging youth involvement, the event can continue to thrive as a cornerstone of mental health advocacy in Berkshire.





# Finances

The 2023/24 financial year saw continued economic pressures across our communities and the charity sector, yet Oxfordshire Mind remains steadfast in our mission to ensure that everyone experiencing a mental health problem can access the support they need.

This year, our financial results reflect our commitment to delivering on this vision, thanks to the incredible contributions of our supporters, community, funders, and partners. We extend our heartfelt gratitude to everyone who has played a part in supporting our work.

Our total income for the year reached **£6,973,899**, a slight reduction compared to the previous year. This reflects a challenging environment for fundraising, as cost-of-living pressures continue to impact individuals' ability to donate. However, this income was supported by diverse funding sources, including NHS contracts, housing-related revenue, local authority funding, grants from charitable trusts, and donations.

Fundraising events, including the Oxford Half Marathon and the Comedy Gala, alongside our impactful Winter Appeal, provided valuable opportunities to engage with our community while raising essential funds.

At the same time, our total expenditure amounted to **£6,974,330**, resulting in a minor deficit of **£431**, which was covered by reserves. Staff costs remained the single largest area of expenditure, at **£5,405,474**, reflecting our investment in a skilled and compassionate workforce that underpins the delivery of our services. This commitment to retaining and developing our people ensures we can continue to adapt and thrive, even in a challenging economic climate. Our financial resilience is underpinned by robust reserves, which totalled **£3,828,241** at year-end.

These reserves are vital for ensuring uninterrupted service delivery and providing stability amidst fluctuations in income and expenditure. Of this total, unrestricted general funds amounted to **£1,197,775**, and designated funds, primarily linked to property assets, were **£2,614,638**. Maintaining these reserves ensures we can meet the needs of those we support while safeguarding our long-term sustainability.

**Our Workplace Wellbeing offer of training and bespoke consultancy is another important source of income, as well as providing us with the opportunity to share our expertise and foster healthier workplaces.**





# Housing

During this period, the Housing team have continued to provide accommodation for people with a severe and enduring mental health issue, with a total in the year of **129 people** in our accommodation around the county. We have housing in Oxford, Witney, Abingdon, Kidlington, Didcot and Cholsey, which varies from single units to larger shared accommodations. While the larger projects have a support worker on-site during the daytime, the teams visit the residents or meet in another location in our smaller properties. There is a rota of team members on call outside of hours, such as overnight and on weekends.

Our accommodation is designed to be short-term as we help people prepare to move back into the community. In this period, **32** of our residents moved on from us, with the vast majority (**90%**) moving to a new home. While most of these obtained social housing from the council or housing association, some went into the private sector housing, returned to the family, and moved to another supported housing provider. Of the five who didn't get a new home, one was evicted, two returned to the hospital as they became unwell, and two others decided to leave.

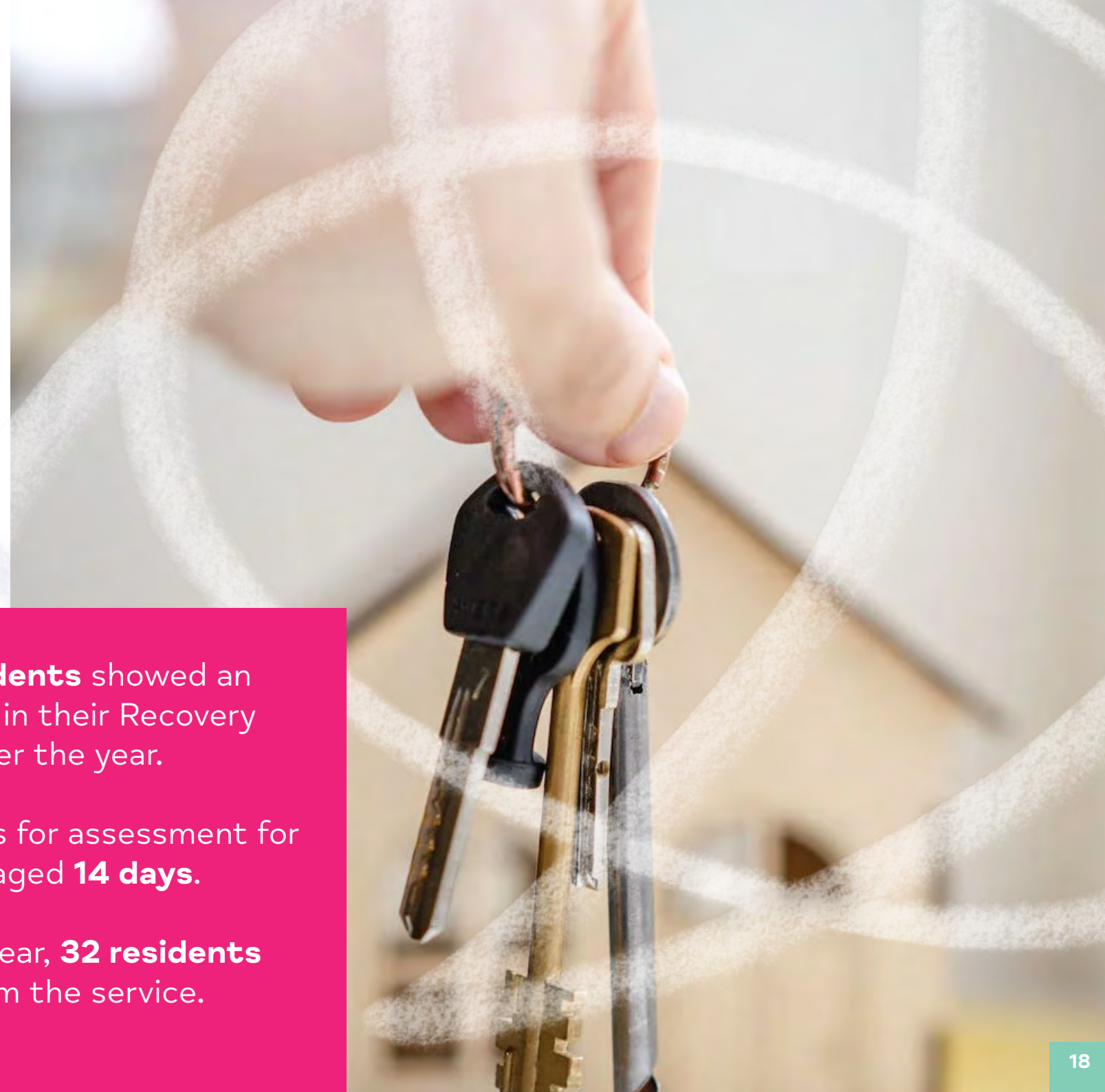
Most of our residents come from hospitals in Oxfordshire, referred by the community mental health teams, or are homeless with a serious mental health issue. Around two-thirds of our residents demonstrated an improvement in their mental health, with the majority also increasing activities in the community.



**60% of residents** showed an improvement in their Recovery Star score over the year.

Waiting times for assessment for Housing averaged **14 days**.

Across the year, **32 residents** moved on from the service.





# Fundraising

For the year ending March 2024, we achieved significant financial growth, with our fundraised income increasing by nearly 20% and our return on investment improving by an impressive 150%. This impact was made possible by the incredible generosity and engagement of our supporters.

Among our key fundraising achievements, Oxford Half Marathon participants raised an inspiring **£29,817**. Our Comedy Gala added another **£32,208** to our total, while our winter appeal broke through the **£20,000** mark, reflecting the kindness of our community during the holiday season.

Our corporate partnerships also made a significant impact. Abbott's team in Witney raised an outstanding **£35,885** through a year of activities involving over 900 employees. We also launched a new partnership with Airtanker, allowing us to deliver **£25,000** worth of mental health support directly to their workforce. Rising Stars raised **£5,238** through match nights and activities, showing that every contribution counts. Additionally, Active Oxfordshire awarded us a grant of **£15,132**, which will be used to re-establish our 'walking for wellbeing' projects in east Oxford and Banbury, promoting mental and physical health across our community and this is just a snapshot of some of the incredible funds generated by our friends, supporters and the Oxfordshire Mind family.

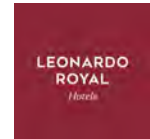
**We are incredibly grateful for each of these contributions, which allow us to continue to deliver high quality services and reach more people in need.**

## Supporters and partnerships

Jericho Comedy supported us for 9th year in a row



Corporate supporters and donations included:

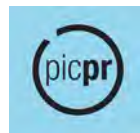


LE MANOIR AUX QUAT'SAISONS  
A BELMOND HOTEL  
OXFORDSHIRE

UNIPART GROUP



Our winter appeal was curated and produced with outstanding pro bono support from:



Get Radio OXFORDSHIRE

WESTGATE OXFORD

# Thanks – Grant Funders

- Doris Field Charitable Trust
- The Robert & Margaret Moss Charitable Trust
- Magdalen College Trust
- The Stanton Ballard Charitable Trust
- St James's Place Charitable Foundation
- Shanly Foundation
- Oxfordshire County Council
- Oxford City Council
- The Dan Maskell Tennis Trust
- Berkshire Community Foundation
- Active Oxfordshire
- National Lottery Community Fund
- Stone Family Foundation
- Witney Town Council

We were successful in winning a new tender with Oxfordshire County Council to deliver mental health first aid and suicide prevention training, in partnership with Oxfordshire Youth and Papyrus, to community organisations and individuals.





# Our impact in 2023/24

Highlights statistics from our services

## ★ Primary Care

**80%** of people showed a meaningful improvement in their SWEMWBS score (wellbeing).

The average change was an improvement of **4.2** points.

**6,146** referrals of which **4,591** went on to have an initial session

## ★ Localities

We completed **1,997** Options sessions in our Locality services.

The average waiting time for an Options session was **4** days from booking to attendance.

We provided over **2,500** hours of Peer Support which were attended by **665** unique individuals, of which almost half are those with higher levels of mental health need (**4-17, n=294**)

## ★ Safe Haven

We received **4,583** referrals of which **2,472** went on to access support the same day. We supported 847 unique individuals across those **2,472** support sessions.

In only **9%** of cases was support not available due to the service being full for that day.

**374** responses indicating that they would have contacted a health service if not for SH support and **261** would have contacted friends and family.

## ★ Wellbeing

**82%** of people who accessed Wellbeing sessions with our AMHT embedded workers improved their SWEMWBS score. **128** people accessed the service, which supports people with a higher level of need.

A further **152** people had a one-off "Options" session with the team.

## ★ Housing

**60%** of residents showed an improvement in their Recovery Star score over the year

Waiting times for assessment for Housing averaged **14**.

Across the year, **32** residents moved on from the service

HOUSING  
LOCALITIES  
PRIMARY CARE  
WELLBEING  
SAFE HAVEN







**We have been fighting  
for better mental health,  
for everyone for over 55 years.**

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