



Impact Report 2021–22

Responding to the fallout of a pandemic:
How we worked from April 2021 to March 2022

“Devon Mind helped me in a very positive way to overcome my anxieties, which existed for many years and were heightened by COVID. I now feel positive to be able to be confident in what I do. Thank you.”

Introduction from Sharon Claridge, Chair of the Board of Trustees:

As we entered 2021/2022, the challenges and pressures of the COVID-19 pandemic continued, and with this, the need for mental health support in Devon was ever present. **We supported 2,718 new people in 2021/2022** — an increase of 10% from 2020/2021 — through our service offer of emotional support, counselling, learning opportunities through courses and workshops, peer support, advice and guidance.

We also built on the new ‘ways of working’ that were implemented in the first year of the pandemic, and significantly upgraded our IT infrastructure and invested in staff training to ensure we maintained a broad digital support offer. Financially, we are pleased to report that we ended the year on a positive footing and in a much better position than we had anticipated given the pressures of the pandemic on all funding streams. We focused our efforts on campaigning and awareness raising through our website, social media, and fundraising platforms. We have no doubt that this played a key role in enabling us to maintain income through fundraising and donations at the same level as 2020/2021.

Strategically, we have made great strides in developing key partnerships and alliances in Devon. In July 2021, Devon Mind came together with 5 other voluntary, community and social Enterprise (VCSE) organisations to form the **Devon Mental Health Alliance** (DMHA). In February 2022, the DMHA was successfully awarded the contract to work in partnership with the two statutory mental health providers in Devon (Livewell Southwest and the Devon Partnership NHS Trust) in implementing the community component of the Community Mental Health Framework transformation programme.

This year, we also took the decision to sell the building in Plymouth where our headquarters had been based for over 20 years. This was a building that required significant investment in repairs and ongoing maintenance. The Board and Chief Executive carefully considered our needs in relation to strategic positioning and visibility, accessibility, and financial costs, a detailed options appraisal was conducted, and in June 2022 we sold the building and relocated into two wellbeing hubs in Plymouth — **Mannamead House and Ernest English House**.

Our aspirations to grow our physical presence across Devon were also furthered, as we developed a service partnership with CoLab Exeter, with Devon Mind staff based in their multi-agency hub in Exeter city centre. Our strategic objective over the next 2 years is to strengthen our presence in key locations in Devon such as **Exeter, Barnstaple, and Torquay**. The rurality of Devon presents significant challenges for access to timely and appropriate services for people, and this is a challenge we will focus our efforts on in coming years.

As always, we could not have delivered any of our services without the dedication, commitment, and compassion of our staff and volunteer team. We are very grateful to our commissioners, funders, and supporters for enabling us to support people in Devon facing mental health concerns. We continue to be indebted to all our fundraisers and corporate sponsors who have found ever more inventive and innovative ways to raise vital funds for Devon Mind. Finally, we would like to thank our external advisors and Trustees for their commitment, time, and guidance over the last 12 months. **We look forward to building on strong foundations in the 12 months ahead.**



Our year in numbers:

2,718

new people supported through our core services

50,293

total visits to our website

629

individuals delivered mental health training

£575k

spent on delivering various mental health services

819

hours of counselling delivered

688

people supported through the Next Steps project

£124k

raised from fundraising and other donations

1,480

hours spent on our website

125

attendees of anxiety workshops for years 9 to 13

6

student volunteer counsellors delivering sessions

Our vision:

Our vision is of a society that promotes and protects **good mental health** for all and treats people with experience of mental ill health **fairly, positively, and with respect.**

Our mission:

To ensure that Devon is a place where people can enjoy good mental health and have the opportunity to **reach their potential.**

Our values:

Open: We reach out to anyone who needs us • **Together:** We're stronger in partnership • **Responsive:** We listen, we act • **Independent:** We speak out fearlessly • **Unstoppable: We never give up.**

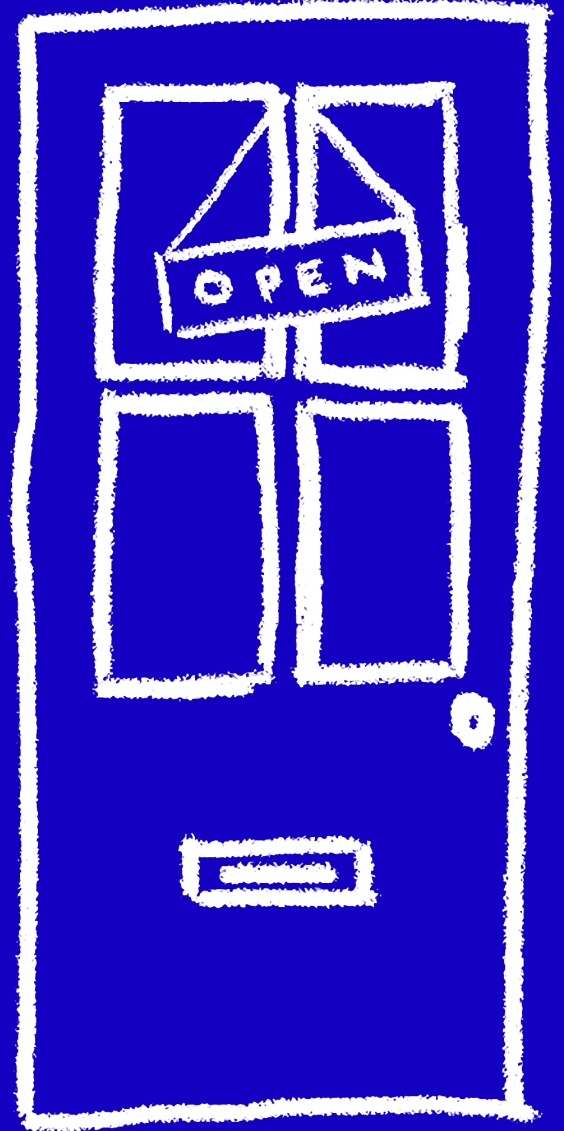
We reach out to anyone who needs us.

As the COVID-19 pandemic moved into its second year, the need for mental health support continued to increase. Many businesses began to reopen, which made a lot of us feel anxious about our health and safety. Others were eager to get back to in-person activities, feeling isolated due to lack of connectivity.

In response to feedback from service users, we restarted all five of our Plymouth **support groups** in August 2021. By the end of the year, we were even able to add a sixth group — OCD Support — which now also runs every month.

Another service that was able to return face-to-face was counselling. Thanks to the Devon Community Foundation, we were even able to offer **free counselling** to people on reduced means who had been affected by COVID-19.

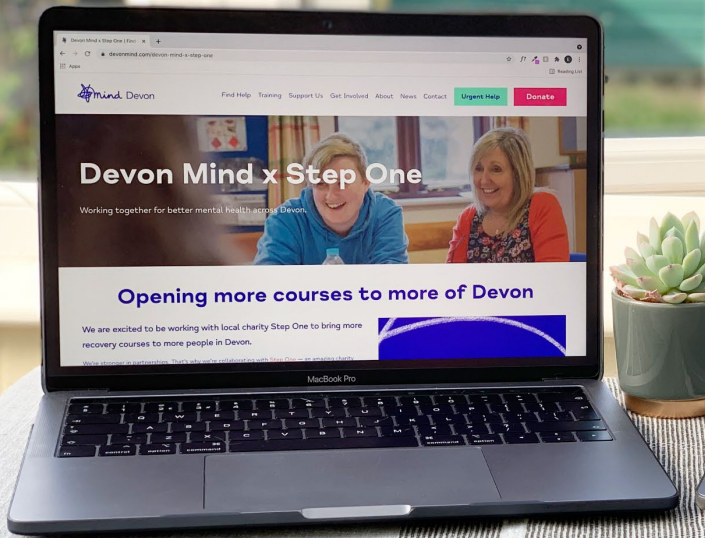
The return to in-person services was a lifeline for lots of people across Devon who were struggling with their mental health, many of whom had been suffering with loneliness for up to a year due to pandemic-related restrictions.



We're stronger in partnership.

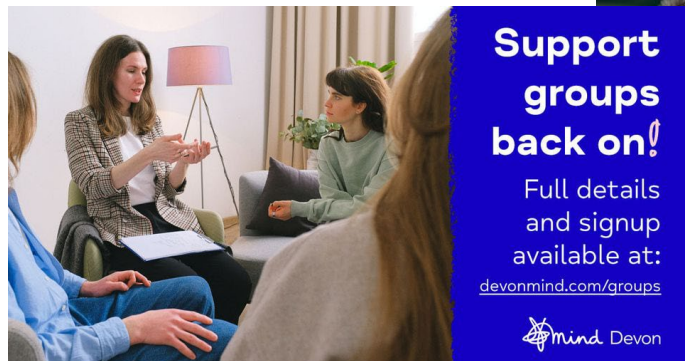
As well as reopening our in-person services, 2021–22 gave us the opportunity to explore new partnerships to increase our reach. Here are just a few:

- In April 2021, we launched a partnership with Exeter-based **Step One Charity**, sharing one another's courses and workshops to reach as many people as possible.
- In May, we worked with the **South West Coast Path Association** to raise awareness of nature and mental health, as part of Mental Health Awareness Week.
- In June, we launched a fundraising partnership with **RGB Building Supplies** alongside our neighbours and colleagues at Cornwall Mind and Mind in Somerset.
- In August, we raised money selling programmes at the **British Firework Championships**, all of which was used to support those affected by the Keyham shooting.
 - In March 2022, we moved from our old office to Ernest English House and the Mannamead Wellbeing Hub, sharing the spaces with **Improving Lives Plymouth**.
- We also set about creating the **Devon Mental Health Alliance** alongside five other local mental health charities, which was launched officially in April 2022.



We listen, we act.

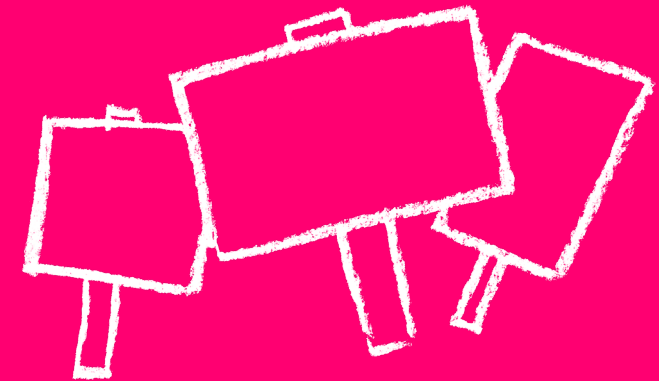
More than ever, as COVID restrictions began to lift, it was crucial for us to listen to our service users to find out how they wanted to access support, what kind of help they needed most, and how we could best provide for those needs. Working quickly and flexibly, we responded to as many emerging challenges as possible.



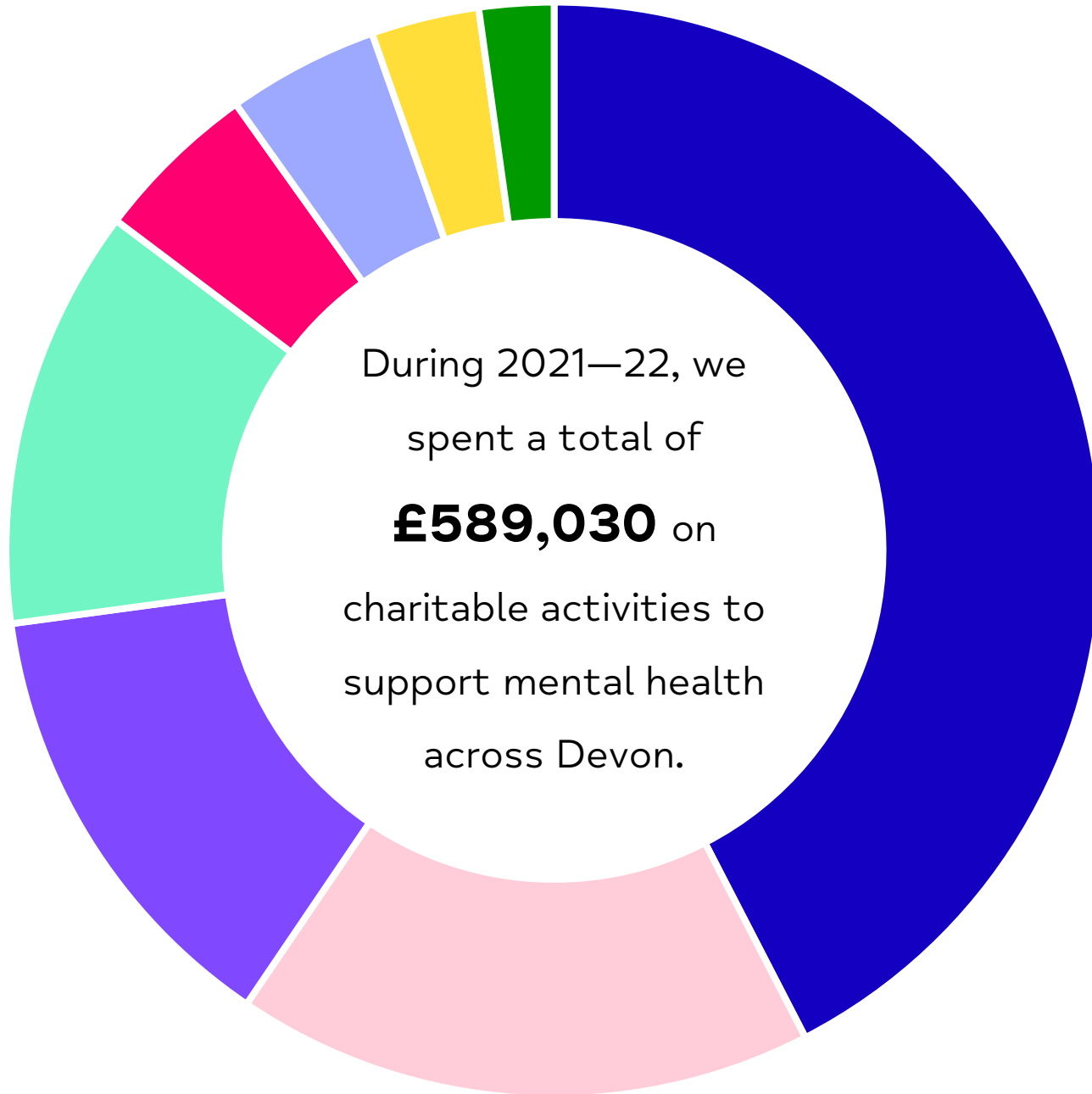
We speak out fearlessly.

One of our goals is to **encourage and empower people** with mental health problems to work towards reaching their full potential. Throughout the year, we used our reach to **campaign to reduce stigma** related to mental health by:

- sharing real stories from across Devon during Mental Health Awareness Week,
- quashing misconceptions about PTSD in response to a trending news story,
- reassuring people it was okay to feel anxious about lockdown restrictions easing,
- calling out some of the many unhelpful things people say in response to depression,
- joining conversations online surrounding mental health and accessing support,
- responding to common misguided beliefs about symptoms of schizophrenia,
- highlighting the need for LGBTQIA+ people to have access to specialised help,
- reminding people that seasonal affective disorder is not just a winter condition,
- stressing the urgent need for reform of systems to properly support Black people,
- and more — **we won't stop until everyone gets the support and respect they deserve.**



“I’m fighting for mental health to help get rid of the stigma around lesser-understood conditions, and to encourage others to get help sooner — there’s no shame in it, and it’s a brave thing to do!”



£249,855	Providing our open access mental health support services
£100,518	Training and support for young people's mental health
£78,812	Non-direct costs
£73,105	Perinatal mental health and parenting support
£28,647	Counselling service delivery
£26,333	Initiatives related to older people's mental health
£18,787	Expansion and development of new services for Devon
£12,973	Trauma awareness programme delivery

Thank you to our generous donors!

We can't do what we do without the contributions of local individuals, groups, and organisations who want to support the fight for mental health across Devon. We would like to extend a **huge thank-you** to all the organisations below (and any we may have forgotten to add!), as well as **every single person** who donated to Devon Mind in 2021—22.

- » Amesno Ltd
- » Bandvulc Tyres
- » Berggren Cycle
- » BF Allotments
- » Bluebird Care
- » British Firework Championships
 - » Co-op
- » Cockington Court
- » Dainton Park Golf Club
 - » Darts Farm
 - » First2Protect
- » Food, Events & Things
- » Forbes Barber Shop
 - » Glasspole
- » The Guardhouse Cafe
- » HM Land Registry, Plymouth
- » Honiton Community College
 - » Howden Joinery
- » Jaguar Enthusiasts Club Devon
 - » Jolly Miller
 - » JR Layzell & Sons
- » Kentisbury Open Gardens
 - » Lameys
- » Laser Light Gift Company
 - » LED Fitness Centre
 - » Mark Holt
 - » Natwest
- » Nexus Open Systems
- » North Devon Cricket Club
 - » Parker Hannifin
 - » The Pit and Pendulum
- » Quasar Microwave Technology
 - » RGB Building Supplies
- » South Dartmoor Community College
 - » Stagecoach
 - » Symonds & Sampson
 - » The Tamar
 - » Tavistock College
- » University of Exeter SU
- » University of Plymouth SU
 - » Welbeck Golf Hall
- » Yeo Valley Primary School





Leading the fight for better mental health across Devon!



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“With Devon Mind’s help, I now understand my head better and why I feel the way I do. I’m so glad I reached out to Devon Mind for support!”

– Counselling service user

Devon Mind is a registered charity (no. 1181767) and a registered company (no. 10281020) in England and Wales

✉ hello@devonmind.com

📍 8 Woodside, Plymouth, Devon PL4 8QE

☎ 01752 512 280