

Devon Mind Impact Report 2022-2023



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Welcome from our CEO:



2022–23 was something of a landmark year for Devon Mind. We moved out of our Plymouth HQ of the last 26 years and relocated to two wellbeing hubs in the city; we formed the ambitious Devon Mental Health Alliance with five other charities; and we launched our first ever flagship events in the Plymouth Harbour Runs.

In the continuing wake of the pandemic, and with new cost of living challenges, there are more people than ever seeking help with their mental health. This year, we hired our first dedicated Head of Services to oversee every type of support we provide, which has enabled us to identify new opportunities and improve our offer across the board.

By moving into our new homes at the Mannamead Wellbeing Hub and Ernest English House, we have improved accessibility for our service users and made collaboration with other agencies much easier and more effective. With this extra partnership power, we are well on our way to providing the level of support we need across more of the county.

To everyone who continues to believe in Devon Mind — thank you so much for your support. We hope this impact report gives you at least a glimpse of how it has helped.

— Olivia Craig, Chief Executive Officer

Welcome from our Chair:



As we entered 2022–23, the need for mental health support in Devon was ever present, exacerbated by inflationary rises and the cost of living crisis. Financially, we are pleased to have ended the year on a positive footing, in a much better position than we had anticipated given the rising costs due to inflationary pressures.

In addition to our office move, this year we also wanted to further develop our approach to supporting people across our communities. This has seen our workforce transition to a more peripatetic one that is able to support people who are not always able to leave their homes or travel. We now have a very agile team that can also reach into those rural communities, where social isolation and lack of wider services are big challenges.

As always, we could not have delivered our services without the dedication, commitment, and compassion of our staff and volunteer teams. We are very grateful to our funders and commissioners for enabling us to continue supporting people, and 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. Finally, we would like to thank the national Mind support team, our external advisors, and all our trustees for their guidance.

We look forward to the next 12 months — our dedication to ensuring that we reach as many people as possible in Devon who need our support will continue unabated.

— Sharon Claridge, Chair of the Board of Trustees

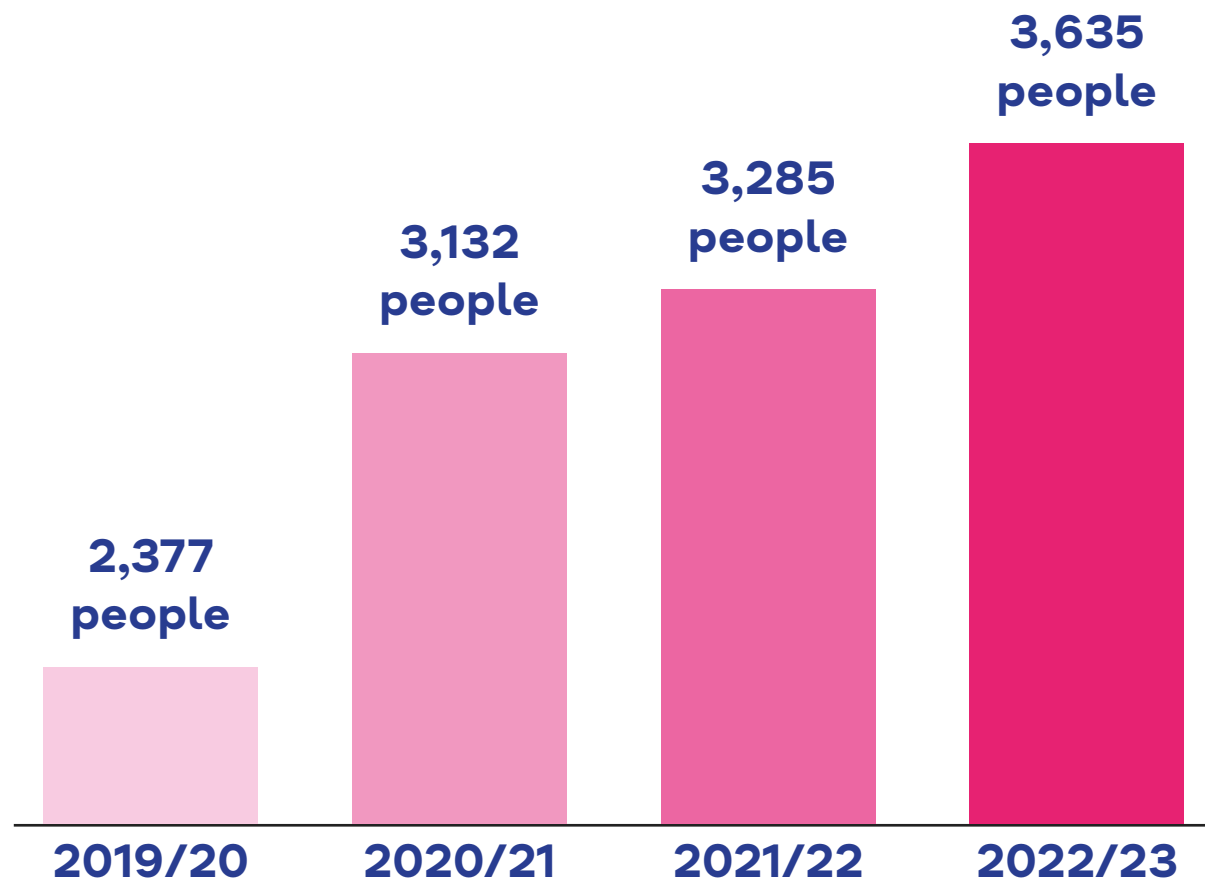
“I am so grateful for the support I have received from Devon Mind.”

— Counselling service user, 2022



2022–23: Our year in numbers:

During the year 2022–23, we supported a total of **3,635 people** with their mental health through our core range of services: emotional support, courses and workshops, support groups, and counselling. This is an **increase of 10.65%** on 2021–22.



Our support offer was delivered both face-to-face, and remotely over the phone and by video call. Over the course of the year, our activity covered:

1,471 telephone enquiries

1,493 counselling sessions

1,680 initial assessments

73 attendees at courses

953 emotional support sessions

201 attendees at groups

2022–23: Our year in words:

“**Fantastically delivered workshop with deep underpinning knowledge that actually makes sense to my life.**”

— Matrescence course attendee

“**Devon Mind helped me when I knew I needed extra support whilst waiting for a gap in services, where I felt more vulnerable in my mental health journey.**”

— Recovery Practitioner service user

“**My counsellor’s support has helped me get through a really difficult period. With their encouragement, I was able to address many issues and have learnt coping strategies that I hope will stay with me for life.**”

— Counselling service user

“**Devon Mind have been so supportive to me this last year. Thank you!**”

— Women’s mental health course attendee

“I can honestly say, with all the support I received from Devon Mind, I’m in a much better place in my life.”

— Wendy,* counselling service user 2023



Case study — Wendy’s story:

Wendy* registered for our counselling service in 2023, having lived with anxiety for several years. She wanted to be able to relax more and worry less about having to do something all the time. One of our staff counsellors supported Wendy* for a series of sessions.

“As I’d received counselling in the past through my GP, which I didn’t find helpful, my first few sessions I was unsure of attending. With Devon Mind, my experience was different.

Every session, I was greeted with a wonderful smile, which put me at ease from the start. My counsellor helped me to express my feelings, which ran deep inside me. She helped me open up about my life, which unconsciously had been a problem for me.

As my ten weeks of sessions were coming to an end, I spoke with my counsellor about how I was feeling — I felt I needed a few more sessions. My counsellor kindly spoke with her manager to arrange a few more sessions, for which I was so grateful.

“Every session, I was greeted with a wonderful smile, which put me at ease from the start.”



The support I received from my counsellor was outstanding; she was an honest, kind, caring, and understanding person. I would highly recommend Devon Mind to anyone experiencing difficult problems in their lives. I can honestly say, with all the support I received, I’m in a much better place in my life.

Since my counselling has finished, I have had a few upsetting and sad times. The support and tools I received from my counselling has helped me to cope and deal with them more effectively. I can’t thank my counsellor and Devon Mind enough. I hope the services of the charity will continue to be there for many more years to come.

*Name changed and model photos used to protect the identity of the service user.

We're stronger in partnerships:

Launching the Devon Mental Health Alliance with five other local mental health charities.

In early 2022, we launched one of our most ambitious partnerships ever with five other local organisations dedicated to mental health support, as we were successfully awarded the contract to deliver the voluntary, community and social enterprise portion of Devon's implementation of the Community Mental Health Framework.

The result was the foundation of the **Devon Mental Health Alliance (DMHA)**, a truly collaborative partnership between CoLab Exeter, Devon Mind, Improving Lives Plymouth, Rethink Mental Illness, Shekinah and Step One, which works together to improve access to mental health service provision for people all across Devon.



Coordinating its efforts across four geographical areas covering the whole county, the DMHA works in two key areas: Recovery Practice and Community Development. Each area has its own Local Area Team to lead on service delivery, evaluation, and improvement. We work closely with colleagues in the Devon Partnership NHS Trust and Livewell Southwest, alongside other voluntary and community sector organisations in Devon.

A few highlights from the Alliance's first year:

- 430+** Our team of Recovery Practitioners have supported over 430 people across Devon since the service launched. This includes individual 1:1 support as well as group sessions.
- 1,300+** This equates to over 1,300 individual sessions for people across Plymouth, North, East, South and West Devon. The number of sessions for each service user ranges from 1 to 12.
- 50+** Service users have been referred from more than 50 different sources across the region, including community mental health teams, primary care teams, and TALKWORKS.

“This experience was life-changing. I now feel confident that I can continue to keep my head up with the knowledge and support I have been provided.”

— Recovery Practitioner service user, 2023

- 11,800+** The Devon Mental Health Alliance website received over 11,800 visits from more than 7,300 people in its first year online. Users visited more than 23,500 pages during these sessions.
- 40+** More than 40 partner organisations have provided feedback on our co-production pilot project, providing a good platform to move forward with future community listening efforts.
- 38,000+** Across Facebook, Instagram, Twitter and LinkedIn, the Devon Mental Health Alliance reached over 38,000 people in 2022–23, receiving more than 3,000 interactions on our content.

The Plymouth Harbour Runs:

How we entered the active challenge fundraising space for the first time — with a bang!

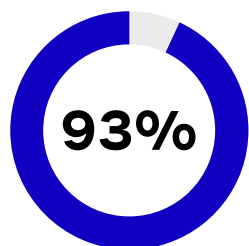
2022-23 also saw Devon Mind making waves in the world of fundraising, as we launched our very own flagship active challenge events: the **Plymouth Harbour Runs**. Consisting of a 10K and a half marathon over two separate dates, these non-competitive events were designed to be accessible to as wide a range of running enthusiasts as possible.

The pilot event, our inaugural 10K on Sunday 16 October 2022, welcomed a select group of 150 runners to a new route centred around the iconic Cattewater and Sutton Harbours, raising almost £13,000 through sponsorship, entry fees, and donations. We followed this up with our first Plymouth Harbour Half on Sunday 26 March 2023, with over 250 runners completing the route from Yelverton to Plymouth and raising just under £19,500!

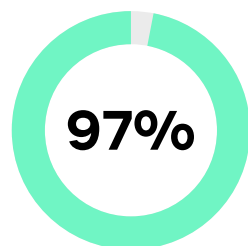
Both Plymouth Harbour Runs have immediately become popular events in the local running calendar, with participants of all skill levels eager to take part in one or both.



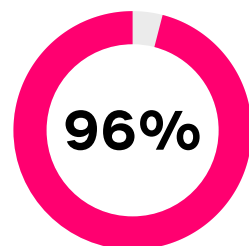
Feedback from the Plymouth Harbour Runs 2022/23:



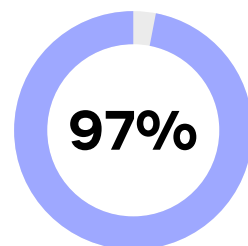
93% of runners gave the events an overall rating of at least 4/5



97% of runners said they wanted to return for the next event



96% of runners rated the event at least 4/5 on value for money



97% of runners said they'd recommend the event to a friend

Over 500 signups!

Over 8,000 miles run!

Over £32k raised!



Spotlight on men's mental health:

Partnering with the Toolstation Western League to engage with more men about mental health.

Following successful initiatives with our colleagues at Bath Mind and Mind in Somerset, in 2022 we launched a partnership with the Toolstation Western Football League to raise awareness of mental health amongst local clubs, their players, and their fans.



During the 2022–23 season, we engaged with all three Devon clubs in the Toolstation League Premier Division: **Buckland Athletic**, **Ilfracombe Town**, and **Barnstaple Town**. We created a bespoke poster for the clubs to display in their changing rooms, collected donations at three home fixtures, and delivered online mental health training to staff from league clubs across the South West.

Our partnership with the Toolstation League represents an important connection with key community hubs across local communities across Devon. During our bucket collections at each fixture, we had numerous important conversations with fans and club officials about the importance of mental health and suicide awareness, especially amongst men.



Buckland Athletic co-chairman John Pillier (left) and manager Dan Hart (right) at the launch of our partnership with the Toolstation League at the club's 4–0 win over Helston Athletic in October 2022.



Devon Mind Marketing & Fundraising Manager Andre Sexton (left) with club secretary Tony Alcock (right) before Ilfracombe Town's 0–0 draw with Helston Athletic in February 2023.



Barnstaple Town fans with Ian Nockolds, Toolstation League Communications Manager (centre, with bucket), hyping up the home side during their game against Shepton Mallett, which they won 4–0.

This fantastic partnership has led to further training and stronger links with areas of Devon that still lack many of the key support services they need. In addition to this, we also raised just under £450 in donations from generous fans (and the clubs themselves) which will help us to reach more community groups in the future.

Spotlight on men's mental health:

Launching the Tom Windsor Memorial Fund for suicide awareness and prevention in young men.



Tom Windsor Memorial Fund

In aid of  Mind Devon

On 10 July 2021, 29-year-old Tom Windsor tragically took his own life. In his memory, we launched the **Tom Windsor Memorial Fund** on what would have been his 30th birthday. The aim of the Fund is to provide more free, tailored support to men across Devon.

Suicide remains the leading cause of death in men under 50. We want to help reach as many young men as possible, to show them that suicide is not the answer. Tom's sisters Sophie and Tracy raised over £1,300 in memory of their brother by running the Great West Run in Exeter in May 2022, all of which was credited to the Memorial Fund. Since then, the donations total has more than doubled, all of which will help young men in Devon.

“Tom was such a loving, caring, and gentle person who was loved by so many, and we miss him dearly. He always aspired to help others and we believe that the Tom Windsor Memorial Fund will enable Tom's memory to live on.”

— Sophie Windsor, Tom's sister



To find out more and donate to the fund, please visit:

tomwindsor.devonmind.com

Wrapping up our European projects:

2022–23 saw Devon Mind involved in the final stages of three Interreg 2 Seas projects, which involved partners from across the UK, France, Belgium and the Netherlands.

HAIRE:

The Interreg 2 Seas HAIRE project, **H**ealthy **A**geing through **I**nnovation in **R**ural **E**urope, ran from January 2020 to March 2023 and focused on the development of a toolkit to empower and enable older people in rural communities to participate in the design and delivery of service, to reduce loneliness, and to improve quality of life.

282

older people engaged

145

volunteers trained in the use of the HAIRE Guided Conversations Toolkit



HAIRE representatives including Devon Mind's Tom Cox (far left) at the launch event for the project's Guided Conversations Toolkit at the University of Exeter. The flexible toolkit, co-designed by project partners, seeks to understand the needs of older people in their words, from their perspectives, and empower them to participate in their communities and create social innovations from the ground up.

PATH:

Running from February 2019 to September 2022, the Interreg 2 Seas PATH **P**erinatal **M**ental **H**ealth project sought to enable women, families, and healthcare professionals to prevent, diagnose, and successfully manage mild to moderate perinatal mental illness.

Devon Mind developed and delivered several bespoke training programmes (including workshops on matrescence and prepared parenting) to over 100 professionals and families.

We also provided 1:1 emotional support to expectant mothers and their partners.



Members of the PATH project team meeting in Southampton.

SPEED-You-UP:

The Interreg 2 Seas SPEED-You-UP project (February 2020 to March 2023) aimed to deliver training to NEETs — young people not in education, employment, or training — or at risk of becoming NEETs to develop their entrepreneurial skills.

Devon Mind worked with a total of 359 young people across Devon, collaborated with 19 partner organisations, and developed a train-the-trainer programme for teachers.

359

We worked with a total of 359 young people in Devon.

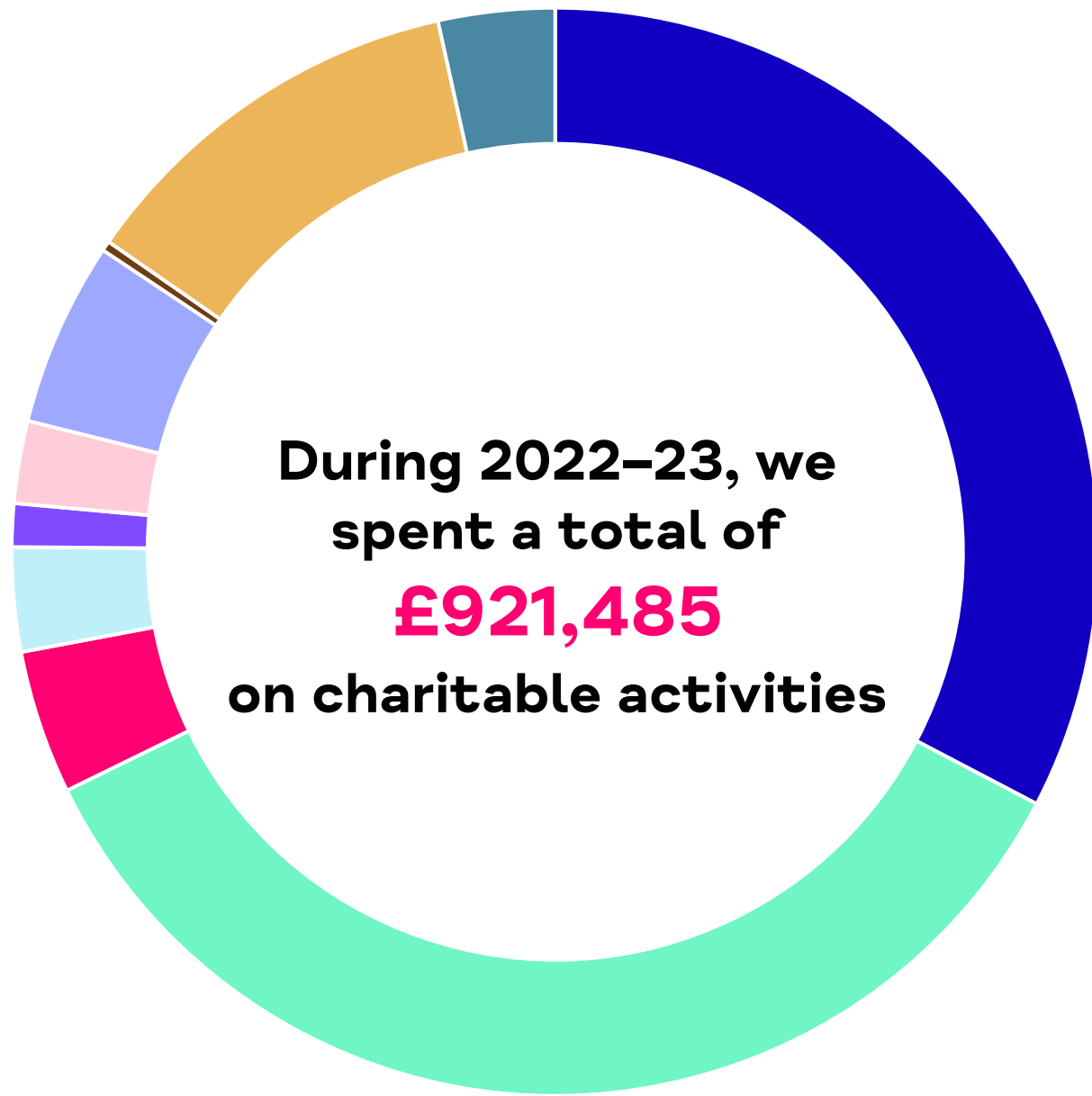
19

We collaborated with 19 partner organisations.



Devon Mind SPEED-You-UP representatives Yasmin Carlisle (left) and Donna Whitley (right) training members of the Improving Lives Plymouth Adult Young Carers team to use project tools and resources.

How we spent our money in 2022-23:



- Providing open-access mental health and wellbeing services: £301,098
- Providing direct support for people with serious mental illness: £323,351
- Delivering counselling services: £39,424
- Delivering mental health training: £28,509
- Initiatives related to older people's mental health: £11,842
- Perinatal mental health and parenting support: £22,557
- Training and support for young people's mental health: £50,541
- Expansion and development activities for new services: £2,727
- Non-direct costs: £109,521*
- Fundraising activities: £31,915

*Non-direct costs include office, premises, staff training and welfare, auditors, travel, accommodation, and more.

Thanks to our partners, funders and supporters!

We would like to say a huge thank you to everyone who helped fund our work during 2022-23, including every individual, community group, local business and other organisation that hosted a fundraiser, donated to us, or shared one of our campaigns. Thanks to:

- A Shore Thing
- AECOM
- B.A.I. (U.K.)
- Bailey Partnership
- Barnstaple Town Football Club
- Bishop Fleming
- BLOCK Workspace Plymouth
- Brewin Dolphin
- Bright LLP
- BTE Golf Society
- Buckfast Abbey
- Buckland Athletic Football Club
- Cattewater Harbour Commissioners
- Centrum Plus
- The Chestnut Appeal
- Devon Dumpling Golf Society
- E & J W Glendinning
- First2Protect
- Forbes Barber Shop
- Hatherleigh Carnival
- Hele Bay Merbabes
- Hoburne Devon Bay
- The Honourable Association
- Ilfracombe Town Association Football Club
- New Look
- NFU Mutual Barnstaple
- Otterton Football Club
- PKF Francis Clark
- Plymouth City Council
- Plymouth Pavilions Figure Skating Club
- RGB Building Supplies
- Rockets & Rascals
- Rotary Club of Dawlish Water
- Shebbear College
- South West Ministry Training Course
- St John's Garden Centre
- St Mary's Church
- St Peter & St Thomas More RC Church
- Stonehouse Lawn Tennis Club
- Studd Charitable Trust
- Sutton Harbour Group
- Sutton Snax's
- Tembani Court
- Toolstation Western Football League
- Tozers LLP
- University of Exeter Students' Union
- University of Plymouth Students' Union
- Zephyr Burgers



Thanks to every single person who supported us this year! We couldn't do it without you.



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