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Reference and administrative information

For the year ended 31 March 2019

Trustees

Chair Mary-Ann Palmer
President Pat Downing MBE
Treasurer Marie Stanley
James Bailey
Chris Eriksson-Lee
Annalissa Firth
Roger Hayes
Aleck Thomson (deceased 23 July 2018)

Company Registered Number 03026457
Charity Registered Number 1044977
Registered Office 34 St John’s Road
Sevenoaks
TN13 3LW
01732 744950
hello@westkentmind.org.uk
www.westkentmind.org.uk

Chief Executive and Company Secretary

Jill Roberts (resigned 18 March 2019)
Stevie Rice (appointed 18 March 2019)

Independent auditors

Williams Giles Professional Services Limited
Chartered Accountants
12 Conqueror Court
Sittingbourne
ME10 5BH

West Kent Mind is an independent charity affiliated to national Mind. Our mission is to work with and on behalf of people with mental health problems, ensuring their fair and equal treatment, and to promote better mental health for all.
Message from the Chair

On behalf of the Board of Trustees I should like to thank all our staff and volunteers for their commitment, dedication and hard work over the past year. I believe we are making an important difference to the people and communities of West Kent.

Before I go on I would like to formally thank Jill Roberts, who left us in March to enjoy an adult gap year. I for one am very envious! Jill was with us for over eight years and certainly made a huge mark – in every year the reach and impact of the work of West Kent Mind grew as did our expertise and reputation. Jill leaves us with an excellent staff team, over 100 enthusiastic volunteers, an enhanced range of services and a much diversified income stream. Thank you, Jill.

I would also like to formally welcome Stevie Rice who joined us in March as CEO from Kent Wildlife Trust. Welcome and thank you for all your hard work so far!

This year has seen more budget cuts for those commissioning our services with knock on effects for us. For instance Kent County Council’s Supporting People programme which funds the support for residents in our supported housing. The tendering process had to be suspended as the cuts were so great that no organisation or group of organisations would bid. In the event, the existing contracts have been rolled over until 2021. This process was quite disruptive and could have been unsettling for staff and those we support. Having said this, as far as the strategic objectives have been concerned, there is good news - it has again been a very successful year. We have helped more people, trained more people and continued to diversify our funding and services. You can read more about these within this report.

In December I was disturbed to note an announcement stating that there would again be a cut in the public health grant to local authorities from £3.5 billion to £3.1 billion. On the face of it £3.1 billion still appears to be a large sum but note that on average local authorities only allocate 1.6% of this to mental health (British Medical Association report, Tackling the causes – promoting public mental health and investing in prevention). The BMA state that they believe that mental health is very much a public health issue with factors such as the conditions in which people are born, grow, live, work and age having a huge impact on mental wellbeing. These conditions they argue are often outside of personal control and can be much more effectively influenced at a national or even local governmental level. Although we perhaps cannot affect this, we are providing services to help promote wellbeing and to assist when mental health suffers (for whatever reason) and are always lobbying for more funding whether from the public health budget or otherwise. As noted funding cuts are being felt by us – more is required for less payment!

Once again I should like to thank all our staff, volunteers and the Board of Trustees for meeting last year’s challenges and opportunities and welcome Stevie as our new CEO.

Mary-Ann Palmer, Chair of the Board of Trustees
Objectives and activities

West Kent Mind is an independent charity that works within West Kent and the surrounding areas. It is affiliated to national Mind. The charity works with and on behalf of people with mental health problems providing a range of practical, emotional and social support, and works to promote better mental health for all. The charity involves and includes members of the community to deliver its services, and delivers wider public benefit as a result.

The objectives of the charity are, within the area of Kent: ‘to promote the preservation of mental health and to assist in relieving and rehabilitating persons suffering from mental disorder or conditions of emotional or mental distress requiring advice or treatment.’ Founded in 1963, the charity has developed a range of services that seek to provide people with mental health problems the support they need to promote recovery, reach their full potential, live well within their communities and improve their wellbeing.

West Kent Mind’s five year Strategic Plan 2016 to 2021 provides the strategic framework through which we achieve our objectives. We also have a business plan that details our key business objectives for the next 12 months. Both plans have been developed via consultation with a range of key stakeholders including staff, trustees, volunteers, clients and external agents, and with due regard to the external operating environment. The year 2018/19 was the third year of the current strategic plan. The plan is based on our vision, mission and values.

We deliver our objectives via five key strategic aims. Over the years 2016 - 2021 we will:

1 - Work with more people experiencing mental health problems in ways that meet their individual needs, hopes and aspirations

To achieve this aim we will:

- Offer a broad range of person-centred support options to meet different needs, hopes and aspirations.
Increase access to support in places and at times where there are few if any community-based support options.

Offer more targeted services and/or peer support for people at different stages of their life – for example children, young people, parents/carers and older people.

Increase peer support options.

Support more people as they transition from child, adolescent or adult mental health services into the community and towards independence.

Increase access to support for people who feel they are in crisis and have nowhere to turn.

Ensure people with long-term and/or complex mental health problems are supported to live well and independently in the community.

2 - Expand our early intervention and prevention work

To achieve this aim we will:

- Offer support options for people at risk of developing mental health problems - for example people undergoing transitions such as job loss, divorce, bereavement, leaving care, having new caring responsibilities, retirement, or developing a long-term physical condition.
- Further develop and expand our early intervention and prevention work with children, young people, their families and support networks (MH4 Schools).
- Increase and further develop our workplace wellbeing support packages (MH4 Business).
- Develop projects with communities to reduce loneliness and social isolation.
- Promote the Six Ways to Wellbeing and other activities/life choices known to increase physical and mental wellbeing.

3 - Encourage stronger, more inclusive, better connected and stigma free communities

To achieve this aim we will:

- Increase understanding, skills and knowledge through training and awareness raising so that more people feel confident to support someone experiencing a mental health problem.
- Reduce the stigma and discrimination experienced by people with mental health problems through training, awareness raising, anti-stigma events and regular communications and media presence.
- Increase the social inclusion of people experiencing mental health problems through community projects involving people with and without mental health problems, and by increasing access to opportunities such as work, education, social networks and volunteering.
- Develop and/or work with a network of community champions/leaders to raise awareness, reduce stigma and discrimination, and increase social inclusion.
4 - Deliver high quality services with a focus on outcomes

To achieve this aim we will:

- Continue to recruit high calibre staff and volunteers who are trained and supported to carry out their roles and who are committed to the delivery of our mission and strategic plan.
- More than meet the rigorous quality standards set by national Mind.
- Listen to and work with key stakeholders and partners to ensure we always add value and fill gaps in services.
- Involve people with lived experience of mental health problems in every aspect of our work, and in particular the planning, development, delivery and evaluation of services.
- Continue to offer innovative solutions underpinned by evidence to ensure the best possible outcomes for our clients, stakeholders and partners.
- Pilot carefully considered new approaches and share our findings widely.

5 - Achieve growth and sustainability

To achieve this aim we will:

- Submit high quality bids for grants, contracts and subcontracts in line with our strategic aims, vision, mission and values.
- Increase our range of spot purchase options, including individual support for people with a budget.
- Further develop our packages of commercial services with targeted marketing to maximise sales.
- Increase our donor and supporter base, and our community engagement.
- Consolidate and further develop services under our registered trade mark MH4.
- Improve coverage across our geographical area.
- Increase our cross-sector partnership work.

Activities for achieving objectives

During the year we delivered a number of programmes to achieve our key objectives. These included:

- The management of two supported houses providing a safe and supportive environment for people with mental health problems who need additional one-to-one help. People are supported to reach their full potential and to move on to independent living in the community.
- Community Wellbeing services providing a range of centre and community-based recovery services that are designed to be fun, interesting, therapeutic and sociable. There are various activities such as art, cookery, music, sports, self-help groups, groups to support self-management, and much more. These services provide vital support for people with common or more long-term mental health
problems. They help to build self-esteem and confidence so that people can better move on with their lives.

- The psychological therapy services provide a range of one-to-one talking therapies, including CBT (Cognitive Behavioural Therapy) and counselling. Therapeutic interventions help people resolve a variety of problems including anxiety, depression, life changes and other challenges for which they need support.

- The Mums’ Support Groups help women who are experiencing pre or post-natal depression or other personal challenges. A crèche is provided for babies and young children. Support is available for as long as is needed, though for many women this is only for a short period as they develop new friendships and regain their confidence.

- Befriending overcomes isolation, increases wellbeing and helps people to re-engage in activities in the local community.

- Training and awareness better equip people and communities to look after their own mental health, understand how to support someone with a mental health problem, and reduce the stigma and discrimination experienced by nine out of ten people with a mental health problem.

- MH4 Schools falls under our early help and prevention services. The programme equips teachers, parents or guardians and young people themselves to understand their own and another’s mental health, how to increase mental wellbeing, how to support a young person who may need help, and where to go for further help if needed.

- The MH4 Business programme works with organisations and businesses large and small to help them support and manage mental health in the workplace. Key aims are to reduce stress and sickness absence, improve workplace wellbeing, help create an open and non-stigmatising work environment and increase productivity.

- New Beginnings is a new area of work aiming to provide support for people in West Kent who have problems with hoarding behaviours and self-neglect. The project aims to improve their mental and physical wellbeing, and help decrease the need for statutory intervention.

We continued to diversify our funding in a number of ways, for example through bidding for grants and contracts, sales of services and products, community fundraising including events and competitions, and by inviting local people to fundraise on our behalf or make donations.

We increased our reach and capacity by working with a wide range of partners to share skills, resources and funds across the wider community. We also have a bank of skilled volunteers who give their time and energy to support all aspects of our work.

People with personal experience of mental health needs are fully involved in all aspects of the charity’s work, and their special expertise is present on our Board of Trustees and within our staff and volunteer teams. The charity actively listens to the voices of clients, consulting with them about services and representing their views to others.
Achievements and performance

This was the third year of our five year strategic plan, Mental Health and Wellbeing for All 2016 to 2021. The plan was developed in consultation with our key stakeholders including our staff, volunteers and clients. Once more we have set ourselves an ambitious plan for the future and we have delivered against all of our key aims and objectives for the year ended 31 March 2019.

Solace Café
(Tonbridge)

The Solace Café provides mental health and wellbeing support on Thursday and Saturday evenings and aims to deliver the following outcomes:

- Prevent escalation of mental health problems and thereby avoid a crisis
- Prevent unnecessary referrals to secondary mental health services, A&E departments and other emergency and out of hours services
- Improve mental health and wellbeing
- Increase independence and self-management
- Reduce isolation

As we move into our third year we see how the Solace Café has grown and evolved. When the café first opened in April 2017 average attendance was between eight and ten clients per session, which seemed busy. Now the café has over 20 clients on most evenings with new clients turning up each week. This shows the level of need in West Kent for a service that offers a space for private conversation and empathy that is open in the evening. Some clients visit just the once, others may attend for a few weeks and then leave the service, others dip in and out when a need arises.

The staff team has forged links in the community with a range of statutory and voluntary agencies where we can signpost or refer clients. For example the local Church food banks who support anyone experiencing hardship. We have had considerable support from the local police.

This year there were 518 repeat attendances from existing clients and 106 new clients.

The chart shows the number of clients who stated they would have accessed other services or been at serious risk if the Solace Café had not been open.
The café has received numerous positive comments and expressions of appreciation from clients. One of our staff members said: “On a bank holiday in May I saw 12 Solace Café attendees outside a Coffee Shop in Tonbridge. It was akin to a ‘Solace Café Street Scene’, lovely to see new friendships forming and socialising outside on their own accord. They have also had days out, film nights, pub nights, meals together thus encouraging independence and mutually supporting each other, elevating their confidence, self-esteem and social skills and I am sure promoting their mental health further.”

The Café is funded by the West Kent Clinical Commissioning Group and the Kent Police and Crime Commissioner.

Live Well Kent services
(West Kent and Ashford)

The Live Well Kent programme is now in its third year and continues to deliver Life Skills, Creative Minds, Living Well, and Natural Ways to Wellbeing. In addition we introduced Money Management, Buddy Up!, Shoreham Allotment, and an acoustic music group. We also won a contract from Live Well Kent to provide a service for people dealing with loss of some kind, which we have called A Brighter Future.

Creative Minds, Living Well, and Natural Ways to Wellbeing are groups that use a variety of activities underpinned by the evidence-based Six Ways to Wellbeing. Anyone with a mental health problem living in the community can access the groups which offer a varied programme of activities and learning. West Kent Mind wellbeing support workers facilitate the groups along with volunteers. All groups include social contact and peer support as well as opportunities to try new things such as art, gardening, walking or sports. We know from the client feedback we received that the services are increasing wellbeing, building confidence and self-esteem and reducing social isolation.

100% of participants said that their health and wellbeing had improved as a result of the services.

Life Skills is a programme of six 90-minute psychoeducational classes for men and women to help with problems such as anxiety, depression, stress and panic attacks. The programme helps to challenge unhelpful thinking and behaviours in order to make positive changes to lives.
Last year we received 175 referrals and delivered 15 programmes in Sevenoaks, Edenbridge, Tonbridge, Tunbridge Wells and Ashford.

97% of the people who attended rated the course as excellent in helping them to develop their skills in responding to situations in their lives.

A Brighter Future is a programme for people who want help to deal with loss of some kind. This could be the loss of a partner, loved one, a pet, loss of employment or a home, loss of mobility or any other kind of loss. The programme offers eight weeks of counselling and/or a 1.5 hour workshop.

Last year 31 people attended the workshops which were offered in Sevenoaks, Tonbridge and Tunbridge Wells. 30 people received eight weeks of counselling either in Sevenoaks or Tonbridge.

**Community Wellbeing (West Kent)**

Alongside and complementary to the Live Well Kent programme we continued to deliver a range of options for people with longer term mental health problems including:

- Peer Support Art Project
- Peer Support Sports Awareness
- Community Garden
- Wellbeing group
- Music for Wellbeing group
- Make Friends with a Book

The hard working Community Garden group produced flowers, fruit and vegetables throughout the season, supplying produce for our annual barbeque and Christmas dinner.

They also won two prizes this year, a Silver Gilt award from the Kent Wildlife Trust for a wildlife friendly garden and first prize for Community Garden of the Year from Kent Life (pictured).
The Music for Wellbeing group were also out in the community. In June 2018 they performed at the Stag Theatre in Sevenoaks as part of Sevenoaks District Council’s ‘Big Community Sing’ event.

Under the now familiar name of Skiffle Express they were one of 15 performers and subsequently received their award from Cllr Pat Bosley, Chairman of Sevenoaks District Council, when she visited our Sevenoaks Wellbeing Centre.

There were 5,651 attendances at these group activities. Our client survey results confirm that these groups continue to make a positive difference.

100% of respondents said that their health and wellbeing had improved as a result of the services.

**PATH project**
(West Kent)

We continued to work on PATH (Prevention of Actual and Threatened Homelessness). This is a partnership project across West Kent led by North and West Kent Citizens Advice. Partners include Choices (homeless hostel for under 25’s), Samaritans (emotional support), Crosslight (debt advice), West Kent Mediation and Porchlight (support for street homeless) and of course West Kent Mind. The project offers help through crisis by focusing on the needs of people who are homeless or at risk of becoming homeless. Mental health problems can lead to homelessness and people who are homeless are more vulnerable to developing mental health
problems. We are pleased to be a delivery partner for this important work for some of the most vulnerable people in our communities.

Our annual target is 15 referrals and we assisted 31 people this year.

Case study
Peter (not his real name) called to ask for help when he had suicidal thoughts and didn’t know where to turn. His marriage had broken down. He had moved out of the family home, sold his car and was unable to work. His business was failing, he couldn’t eat, sleep or get dressed and stayed at home worrying. Peter’s relationship with his parents had broken down and he couldn’t talk to family or friends. He had been used to a high income and a good lifestyle, and now faced eviction from his rented apartment and had no money to pay bills. He just couldn’t function and struggled to understand why he had changed so much.

We explained to Peter that he had been through a lot and it was not surprising that he felt overwhelmed by everything, but with some help things could change. We advised that he should see his GP as soon as possible. He told us the next day that the GP had been great, had explained how anti-depressants worked and that they would help him to see more clearly and get back to being his usual self.

We referred Peter to our PATH partner Crosslight who helped with his financial problems. They were able to help Peter recover some outstanding money from customers. They also assisted by contacting utility suppliers and his landlord to put payment plans in place.

We then helped Peter to open up to his parents and friends about how he was feeling and we were pleased to hear that he now has great support from everyone and could see a light at the end of the tunnel.

Within a few months Peter was back on track and back at work. He was in a much better place, was seeing his young daughters regularly and he was slowly coming to terms with his new situation.

I just didn’t know where to turn...

Mums’ Support Group and ASD Carers’ Support Group (Sevenoaks, Tonbridge and Ditton)
The Mums’ Support Group and ASD (Autistic Spectrum Disorder) Support Group continue to be busy, with over 70 referrals from individuals and professionals. The mums groups are there to support women with post-natal depression and other mental health problems. The ASD group supports parents/carers of children with an ASD.

Demand for all groups was such that a waiting list was in operation. However a number of group members have felt ready to move on recently, and we’re hopeful this will have an impact on those lists. In addition we have added to our crèche volunteers in each location, which has helped enormously to support the babies and children of mums whilst the mums support each other.
With the exception of a generous and much appreciated grant from the Gatwick Foundation Fund this year, the groups have not received funding since the year 2015-16. In response to this the group members now raise funds to contribute to the running costs. They have introduced collection tins to the groups, and one member has been raising funds by donating money from the sale of her own hand-made T-shirts, bags, and jewellery.

As in previous years, we have been lucky enough to be able to offer further opportunities to members besides regular groups and referrals for additional support. These included tickets to the Stag Theatre pantomime, reduced price hypnotherapy sessions, donations of toys, clothes and groceries, and a positive parenting talk.

In the coming year we are hoping to add to the number and type of groups we offer. We have been offered the opportunity to work with a local primary school to deliver a group with them, and would like to develop this in other schools too. This would help to make support more accessible to those who are unable to attend the groups at our centres, as well as increase the number of people we are able to work with.

**Supported housing (Sevenoaks)**

Our two houses continued to provide a safe environment and key worker support for 15 people with long term needs (two to three years). The aim is to enable residents to work towards their recovery, working within the framework of Kent County Council’s Supporting People programme. This year three people moved on from the project and we were able to offer three more people access to the service.

The housing team focuses on individual needs, hopes, wishes and aspirations. This may include help with budgeting, nutrition, pursuing hobbies, employment, and education and training courses. Each resident’s key worker offers regular one to one support to help achieve the goals identified by residents in their individual support plans. The key worker and resident regularly update individual support plans, enabling self-development to continue. The key working sessions are an integral part of noticing changes that occur with our residents and we work to put interventions in place to prevent deterioration in an individual’s mental wellbeing.

100% said that their health and wellbeing had improved as a result of the services.

**Many Minds befriending (Sevenoaks, Tonbridge)**

Our Many Minds befriending project continues to go from strength to strength. Because of the large number of referrals in the previous year we decided to suspend the service to new referrals for a period of time to ensure we had enough befrienders to cover the current demand. The service was reopened in September and we have since received 21 referrals.

> A lifesaver - it has made a huge difference to my week, increasing confidence and helping me deal with depression
We currently have seven people waiting to be matched with a befriender. The demand continues to be very high, demonstrating the need for the service. We continually recruit additional volunteer befrienders who will be matched to clients as soon as their training is completed.

We have been able to help many individuals and enhance their quality of life within the scheme and continue to see lots of positive outcomes. For example, one client having lost her job due to a physical injury has suffered from anxiety and depression. After six months support she made huge gains in recovering her confidence.

Another client struggled to leave his house alone. After nine months support from a befriender he felt confident to leave his house without support.

**Counselling**
*(Sevenoaks, Tonbridge)*

The counselling service continues to grow and diversify in response to ever-increasing demand. By the end of the year we had 34 therapists including two CBT (cognitive behavioural therapy) practitioners, two art therapists, a counselling psychologist, and counsellors from a range of modalities including transactional analysis, integrative, Gestalt, and person-centred.

During the year we delivered over 1,500 sessions to 130 clients, up by over 10% on the previous year. However the number of people referring to the service dropped by about 20%. 194 people referred themselves to the service and we conducted 169 face to face assessments. This probably reflects the problems we had with a burgeoning waiting list last year, when we had to advise potential clients of a waiting list up to five months. Our recruitment drive has substantially improved the situation, and potential clients with good availability and low risk can expect to be seen within four weeks or less.

Managing such a large team is challenging. This year we were able to significantly enhance and streamline the service by deploying ‘Bacpac’, a cloud-based client management software package. The system is supplied by Mayden, a software company specialising in IT for healthcare. Bacpac is proving a boon to the management of the service and is popular with our volunteer therapists.

Income has increased as we saw more clients, however supervision and management costs have also increased. We continue to benefit from the rental of rooms to a number of private therapists. The service, which receives no funding, continues to cover its direct costs and is approaching break-even point using a full-cost recovery model.

We are very grateful to our dedicated and enthusiastic team of volunteer counsellors, who make it possible for us to provide this unique and much needed service.
New Beginnings hoarding project  
(Sevenoaks)

Last April we were fortunate to attract funding from Sevenoaks District Council to run an innovative project to support people with Hoarding Disorder. We worked with 27 individuals and built up a wealth of knowledge. From this we were able to develop training that we then passed on to professionals. Our approach was person centred and, contrary to TV portrayal, patient for personal timing. We worked primarily with recovery groups, clients coming for six group therapy sessions within a 12 week programme. We also met them weekly in their homes accompanying them to start bringing order to their chaos.

As the year progressed we started work with clients with complex needs one to one in their home. This work has been challenging and has involved close work with partner agencies. Repossessions have been prevented, and in one case the need to relocate a lady to a care home was avoided.

Our biggest achievements have been:

- Restoration of a sense of hope to people that have lost sight of their choices - 74% of clients said that they felt that they had control of their environment.
- Social connection to people who haven’t had visitors in their house for years - 59% of clients said they felt less isolated.
- Improved connection with themselves - 74% of clients said their sense of wellbeing had improved.

MECC with Motivational Interviewing training  
(East Kent)

In December we were successful in the bidding process with Kent County Council to deliver 14 ‘techniques’ training courses across East Kent areas - Ashford, Canterbury and Coastal, South Kent Coast, and Thanet. MECC is aimed at people who work in public health and social care.

The purpose of the training is to equip frontline staff with basic Motivational Interviewing techniques to enable them to have behaviour change conversations with service users to improve healthy lifestyle choices.
Community Development (Kent-wide)

This year has been all about increased growth and extended reach for the Community Development team. The demand for training and education around mental health has exceeded our expectations. We are excited to say that mental health now seems to be a firm fixture on the agenda within organisations, schools and our local community.

New this year, funded by Kent County Council, we created and delivered across Kent our Youth Suicide Awareness and Prevention workshops to 880 people who support children and young people. This was in addition to our own Suicide Awareness and Prevention workshop which we continue to run from our Sevenoaks Wellbeing Centre. The training helps people to recognise danger signs and have the confidence to start a conversation.

We also partnered with the Department of Work and Pensions (DWP) who approached us to collaboratively create a bespoke two day training programme. Across Kent we trained 323 staff including Employment Advisors, Work Coaches and front of house staff.

Charity of the Year

Our thanks go to the many organisations that selected us as their chosen charity for the year. This support is invaluable and only with this support are we able to continue offering vital help to those who need it. Thank you to Blue Motor Finance, Nizels Golf Club, St Michael’s School, Warners Solicitors, Woodlands Golf Club, West Kent Housing, Sevenoaks Leisure Centre and Sevenoaks Lions. Our thanks also to Radnor House School in Sevenoaks and their students who continue to support us. These organisations raised an incredible amount of funds with an exceptionally creative array of events and challenges.

Corporate Training

Corporate Training has made a significant contribution to the Community Development team in the last financial year. With over 40 MHFA (Mental Health First Aid) courses being run and 30 bespoke corporate training programmes delivered to over 60 organisations our revenue contribution continues to grow year on year.

Combining training and bespoke wellbeing support, from strategy programming to MHFA mentoring, our corporate offering has expanded to include an advisory package that meets
the changing demand from the corporate sector. Our representation includes organisations from the leisure, hospitality, insurance, finance, utility and legal sectors.

Significant partnerships have seen the training and development of independent mental health policies and programmes for three of our large client organisations in West Kent.

“Hobson Prior is committed to the health and wellbeing of all our people and a vital part of this is providing mental health first aid training. We have been delighted to partner with West Kent Mind who have been invaluable in providing expert training and advice on how to improve the mental health of all our teams.”

Jake Thomas, Managing Director, Hobson Prior

“The course content struck a balance between understanding some important mental health issues and how you might be able to meaningfully help someone in an everyday type situation. We were not being taught counselling skills, but how to have the courage to communicate, listen and be available to someone in a distressing situation and not be afraid to ask questions. It helped me to consider my own way of communicating and how I might make some changes when trying to assist someone in a distressing situation.”

Col. Dame Kelly Holmes MBE

“A truly powerful and enlightening course that touched on so many areas that can impact daily life, both from a personal and professional perspective. The trainers’ delivery was not only informative but incredibly sensitive too which was insightful and hugely valuable. This course is perfectly positioned and one I would encourage everyone to attend. Mental wellbeing is as important as physical wellbeing, but one we tend to overlook. Thoroughly recommended.”

Katrina Walker, Business Development Manager, Warner’s Law LLP
MH4 Schools

We have continued to deliver, expand and develop our schools programme across West Kent. In response to the continuing rise of mental health problems in the community and the demand for our services, we have developed a whole school approach focussing on pupils, staff and parents alike.

We have trained over 200 teachers, school staff and parents in Mental Health First Aid this year. Our range of bespoke mental health training has been delivered to a further 1,379 individuals, including our school assemblies where we talk directly to young people, giving them knowledge and confidence to understand and speak about their own mental health, whilst also building their resilience.

With a clear focus on early intervention, this programme has been well received by parents and schools who appreciate our efforts in ensuring that young people are supported both at school and home. Working closely with schools, we have targeted parents with our newly designed awareness postcard.

The initial success of our whole school approach can be seen at two local Sevenoaks schools where we have trained 65 parents to date with 110 requests for training. We will further role out this programme over the next academic year.

St Michael’s Prep School have embraced our education and training across the programme and also supported us as chosen charity for their bi-annual ball raising an incredible £10,562.

Jill Roberts, former CEO of West Kent Mind, said: “As we continue to see a significant increase in the incidences of mental ill health within young people, we feel this new whole school approach, whereby inviting schools to train teachers, parents and pupils in mental
health awareness is how we can best address these issues. We thank St Michael's Prep School for their support in leading the way."

Mrs Aisher, Head of St Michael's Prep School, said: "In working with us to deliver Mental Health Awareness training to staff, parents and pupils, West Kent Mind regard us not only as their biggest supporter, but as their flagship school."

Community Fundraising snapshot

In July 2018 five runners took part in the British 10k running event to raise awareness and funds for West Kent Mind. Our runners included West Kent Mind ambassador Dame Kelly Holmes, who also started the race in which over 30,000 runners took part.

Supporters took on other sporting challenges for West Kent Mind including a team of five runners in the Oxford Half Marathon, four participants in the ‘Wolf Run’ obstacle challenge, one runner in the Royal Parks Half Marathon and Weald 10k run. Supporter Debs Raymond raised over £2,000 in the Great South Run.

Tonbridge Daily chose us as one of the charities to receive a third of the proceeds from their 2018 calendar. The amount received was £1,780.

We marked World Mental Health Day on 10 October across the community by inviting businesses, groups and individuals to host their own ‘Don’t Stew Have a Breu’ tea and cake event. This was a great opportunity to raise awareness and encouraging people to talk about mental health in the community.

To coincide with World Mental Health Day we launched a special edition silver bracelet designed especially for West Kent Mind, with £10 from every sale being donated to us.

Other activities have been a series of Mindfulness courses running at our Sevenoaks Wellbeing Centre, a Pamper & Self Care day and a guest speaker womens’ nutrition talk in Tunbridge Wells.

Social media connections

Our social media goes from strength to strength and we continue to utilise Instagram, Facebook and Twitter to connect with people, grow our network of supporters, raise awareness on mental health topics, promote our events and share our successes.

We have seen a growth across all platforms and currently have 1,017 followers on Instagram, 4,372 followers on Twitter and 928 followers on our Facebook page - with the
posts and tweets that we published being shared and reaching many more people than those who follow us.

In contrast to the growth in social media, for the first time since we began recording statistics in 2011/12 the number of visitors to our website has dropped slightly. Over the year we attracted 10,017 individual users (down by 15%) who spent on average just under five minutes exploring the site. Using secure encrypted forms we took 1,547 incoming referrals, applications and payments from our website – that’s about 30 every week.

Please follow us!

Mental Health Action Groups
(Kent-wide)

Mental Health Action Groups (MHAGs) are the key forums for service providers, commissioners, people with mental health problems and their carers to meet and discuss local issues and work together to resolve them. West Kent Mind coordinated and serviced nine bi-monthly MHAGs across Kent and a total of 53 meetings were held with 857 attendances. Questions or concerns that could not be addressed at the eight local groups were raised at the County MHAG.

Pre-meetings give service users and carers an opportunity to discuss concerns in a smaller, less public meeting. They are then supported to take these into the main meeting. Concerns raised included problems experienced with accessing secondary care services, staff shortages, changes to benefits, housing policy, and how to find the right information.

We were pleased to have organised 32 presentations which included:

- Children and Young People’s Mental Health Services update (CYPMHS)
- Community Rehabilitation Services
- East Kent Mental Health Commissioning’s re-procurement of the East Kent IAPT services
- Housing Allocation Policy for Canterbury City Council
- Kent & Medway NHS & Social Care Partnership Trust (KMPT) Liaison Team
- Kent & Medway NHS & Social Care Partnership Trust (KMPT) Psychological Therapies Services
- Kent County Council (KCC) Drug and Alcohol Services
- Kent County Council (KCC) Mental Health Social Care Service
- Kent County Council (KCC)/Kent & Medway NHS & Social Care Partnership Trust (KMPT) Transformation Project Update
- Kent Floating Support, Sanctuary Supported Living
- MHAG and Service User Forum Consultation
Universal Credit, DWP

We have over 1,600 members on our mailing list and circulated a wide range of local and Kent-wide information such as local services, events, consultations and vacancies.

Over the past year Engaging Kent CIC, on behalf of KCC, have been overseeing a co-production process reviewing mental health service user voice across Kent. This has involved current grant holders of service user forum, peer support and Mental Health Action Group contracts, as well as service user, carer, carer's organisation, Clinical Commissioning Group (CCG), KMPT, KCC and advocacy representatives. An exciting new model has evolved which gives greater opportunities to hear and evidence a wider user voice and provides a clearer pathway for ensuring experiences are heard and acted upon.

The MHAGs will be moving to quarterly meetings and West Kent Mind will provide a key role in the collection and reporting of experiences.

Thank you to our volunteers

Our volunteers are a key part of our organisation. Without them we would not be able to fully operate our services. We currently have 101 active volunteers at West Kent Mind and they make a huge difference to the lives of our clients. Some volunteers help to support groups such as gardening, music, art and the Mums’ Support Group. Others help with the counselling service, befriending scheme, events, fundraising, hoarding and also assist with facilitating training courses.

A number of volunteers have supported our charity for many years. They make a positive difference to help enhance people’s lives. Our volunteers provide us with much valued commitment, help and support, and our services could not be as successful without them.
Future developments

We will continue to deliver our key aims and objectives of our five year plan 2016 to 2021.

We will continue to diversify and increase our income to ensure that no one in the communities we serve has to suffer a mental health problem alone.

We will increase our community fundraising target to £120,000.

We will continue to develop our work in schools (MH4 Schools) and with young people in general.

We will seek new funds to continue to provide long term support for the most vulnerable in our communities who have long term mental health conditions.

We will continue to develop new ways of working and increase the range of people we support.

We will continue to build community resilience and reduce stigma and discrimination through training and awareness raising, events, and involving the community in our work as volunteers, supporters and community champions.

We will continue to work with new and existing cross-sector partners.

We will more than meet the rigorous quality standards of Mind.

Finally thank you to everyone who supported us last year!
Financial review

The charity achieved a surplus of £25,242 for the year compared with a surplus of £80,992 for the previous year. Income decreased from £879,353 in the previous year to £862,319 in this year. Given the ever increasing demand for our services in the current climate of cutbacks and the fact that the majority of our income is not guaranteed, this is a good result and was achieved through the hard work of our staff and volunteers.

The main sources of income were grants from Kent County Council for Supporting People and the Shaw Trust for Live Well Kent, rents received from supported houses, income from talking therapies, training and awareness raising, and from donors. In addition major grants were received from Sevenoaks District Council for New Beginnings (hoarding project), Gatwick Foundation for the Mums’ Support Groups, and West Kent CCG and Kent Police for the Solace Café.

The principal items of expenditure were costs associated with remunerating our staff who provide and support our services and supervise our volunteers and the rent we pay for the supported housing.

A copy of the full Trustees Report and Financial Statements for the year ended 31 March 2019 is available on request.

“In our opinion the financial statements:

- give a true and fair view of the state of the charitable company’s affairs as at 31 March 2019 and of its incoming resources and application of resources, including its income and expenditure for the year then ended;

- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;

- and have been prepared in accordance with the requirements of the Companies Act 2006.”

Alastair Crawford FCA (senior statutory auditor)

for and on behalf of
Williams Giles Limited

Chartered Accountants
Statutory Auditor

12 Conqueror Court
Sittingbourne
Kent
ME10 5BH
Summary of financial activities incorporating income and expenditure account  
For the Year Ended 31 March 2019

<table>
<thead>
<tr>
<th></th>
<th>Unrestricted funds</th>
<th>Restricted funds</th>
<th>Total funds</th>
<th>Total funds</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2019 (£)</td>
<td>2019 (£)</td>
<td>2019 (£)</td>
<td>2018 (£)</td>
</tr>
<tr>
<td>Donations and legacies</td>
<td>110,359</td>
<td>403</td>
<td>110,762</td>
<td>102,762</td>
</tr>
<tr>
<td>Charitable activities</td>
<td>357,281</td>
<td>392,501</td>
<td>749,782</td>
<td>774,972</td>
</tr>
<tr>
<td>Investments</td>
<td>1,775</td>
<td>-</td>
<td>1,775</td>
<td>1,619</td>
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<tr>
<td><strong>Total income</strong></td>
<td><strong>469,415</strong></td>
<td><strong>392,904</strong></td>
<td><strong>862,319</strong></td>
<td><strong>879,353</strong></td>
</tr>
<tr>
<td><strong>Expenditure on:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Raising funds</td>
<td>17,781</td>
<td>-</td>
<td>17,781</td>
<td>24,476</td>
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<tr>
<td>Charitable activities</td>
<td>425,786</td>
<td>393,510</td>
<td>819,296</td>
<td>773,885</td>
</tr>
<tr>
<td><strong>Total expenditure</strong></td>
<td><strong>443,567</strong></td>
<td><strong>393,510</strong></td>
<td><strong>837,077</strong></td>
<td><strong>798,361</strong></td>
</tr>
<tr>
<td><strong>Net income / (expenditure) before investment gains</strong></td>
<td>25,848</td>
<td>(606)</td>
<td>25,242</td>
<td>80,992</td>
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<tr>
<td><strong>Net gains on investments</strong></td>
<td>3,404</td>
<td>-</td>
<td>3,404</td>
<td>757</td>
</tr>
<tr>
<td><strong>Net income / (expenditure) before other recognised gains and losses</strong></td>
<td>29,252</td>
<td>(606)</td>
<td>28,646</td>
<td>81,749</td>
</tr>
<tr>
<td><strong>Net movement in funds</strong></td>
<td>29,252</td>
<td>(606)</td>
<td>28,646</td>
<td>81,749</td>
</tr>
</tbody>
</table>

Reconciliation of funds:

| Total funds brought forward | 381,746  | 12,688  | 394,434  | 312,685 |
| Total funds carried forward | 410,998  | 12,082  | 423,080  | 394,434 |
Balance sheet  
As at 31 March 2019

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>£</td>
<td>£</td>
</tr>
<tr>
<td><strong>Fixed assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tangible assets</td>
<td>4,471</td>
<td>3,355</td>
</tr>
<tr>
<td><strong>Current assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Debtors</td>
<td>89,800</td>
<td>56,929</td>
</tr>
<tr>
<td>Investments</td>
<td>46,545</td>
<td>43,141</td>
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<tr>
<td>Cash at bank and in hand</td>
<td>341,907</td>
<td>342,280</td>
</tr>
<tr>
<td></td>
<td>478,252</td>
<td>442,350</td>
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<tr>
<td><strong>Creditors: amounts falling due within one year</strong></td>
<td>(59,643)</td>
<td>(51,271)</td>
</tr>
<tr>
<td><strong>Net current assets</strong></td>
<td>418,609</td>
<td>391,079</td>
</tr>
<tr>
<td><strong>Net assets</strong></td>
<td>423,080</td>
<td>394,434</td>
</tr>
<tr>
<td><strong>Charity Funds</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Restricted funds</td>
<td>12,082</td>
<td>12,688</td>
</tr>
<tr>
<td>Unrestricted funds</td>
<td>410,998</td>
<td>381,746</td>
</tr>
<tr>
<td><strong>Total funds</strong></td>
<td>423,080</td>
<td>394,434</td>
</tr>
</tbody>
</table>

West Kent Mind

34 St John's Road
Sevenoaks, Kent
TN13 3LW

01732 744950
hello@westkentmind.org.uk

www.westkentmind.org.uk
Twitter @westkentmind
Facebook facebook.com/westkentmind
Instagram instagram.com/westkentmind

Mind Infoline 0300 123 3393

We're Mind, the mental health charity. We're here to make sure anyone with a mental health problem has somewhere to turn for advice and support.

Our registered charity number is 1044977.