

2019 – 2020 Annual Report



- Adult & Children's Counselling Services
- Drop-in & Recovery Centres
- Veteran Families Addiction, Mental Health & Support Services
- Women's Crisis Support
- Outdoor Therapy
- Local Mental Health Radio & YouTube Channel



THIS IS

 **Anxious Minds**
Supporting People In Crisis

What we have achieved in 2019-20

Over the last 12 months Anxious Minds have continued to evolve and grow, striving to be the leading mental health charity in the North East. This last year has been an exciting and difficult year for us because of the amount of people requesting our services. It's been the first time in several years where we have made a surplus down to the hard work and dedication of our team, trustees, volunteers, and beneficiaries in what turned out to be a particularly challenging time for the sector as a whole. There is growing recognition of the charity's work in the North East due to the fact mental health issues are the biggest public health challenge that we face, affecting the lives of millions of people across the North East.

I and the trustees are so proud of the staff and volunteers at **Anxious Minds**. COVID 19 hit our community and our staff and volunteers stepped up and expanded our services to six days a week, putting the community we serve first, their bravery and determination has been second to none, supporting hundreds of people face to face struggling in this crisis. We also converted some of our counselling and psychotherapy services to telephone and video counselling at the start of the virus outbreak. Over the course of the year, we also introduced a telephone listening service providing an avenue of direct support for lonely, isolated and shielding individuals. The telephone service included a dedicated support line enabling direct access to trained counsellors.

This service has enabled existing and new service users to access support during the time when normal face to face provision wasn't possible. Our new telephone service has proven to be a positive pathway into accessing further counselling and support services and maintaining consistent links with users. We have received recognition from Her Majesty's Lord-Lieutenant of Tyne and Wear and Parliament for our service during the pandemic. The telephone support line supported 128 people during the first lockdown and provided 3072 phone calls. The Charity also created an online YouTube channel, video content and Facebook support groups which have over 1,500 members and is run by a dedicated member of support staff. The support group provides daily advice and information such as job opportunities, volunteering, information on family funding opportunities and practical support to its members.

The YouTube Channel has over 300 subscribers and provides information about the advice and support available through our organisation and self-help tools. The online tools have been essential in providing alternative forms of support for our community during COVID 19 lockdown. Maintaining support to those in isolation has proven vital to maintaining positive health and wellbeing. The support group alone has led to one family in need being donated a family car to use and another being donated a much needed electric wheelchair. We now have a much more active online presence within our community and we are able to engage with more people than ever before with our service. An unexpected challenge for the team was the number of people trying to access the services. In total over 3,000 people each year benefitted from the service provided and our counselling service alone supports over 240 people per week alone.

Our work with children and young people continues to grow providing free counselling to schools in Newcastle and North Tyneside and a donation counselling service to children in Wallsend, North Tyneside supporting over 400 children this year. The Local Infantry Regiment, (The Royal Regiment of Fusiliers Association) contacted the charity asking for our help after losing more veterans to suicide than ever before. We then got a visit from the Fusilier

Association from the Tower of London and we agreed to help, getting a little funding from the Armed Forces Covenant Trust, to support 40 families a year, for the next two years. Within two months we had over 60 families, 7 months on and this number is well over a hundred and forty veterans. We also provided an outreach counselling service in Sunderland and Durham at Veterans in Crisis and East Durham Veterans Trust, with the NHS and other statutory services struggling to meet the demand. This is something that we are working on to change, make a difference and support those who need us across North Tyneside, Northumberland, Newcastle, Gateshead, Sunderland and Durham.

The grant funding programme and the local community donations have sustained and supported the majority of the services. Our amazing team support people with their mental health in a variety of ways and meet their needs in creative and person centred ways. We sustained our existing projects and developed new ones for 2021 including our **Veteran Families Centre on Newcastle's waterfront**, which is set to be the largest of its kind providing mental health and addiction support to North East Veteran Families and our **Women's Crisis Centre in Blyth Northumberland** will support women across the whole of Northumberland with addiction, mental health and domestic violence, as well as supporting back into employment. The fundraising team has raised over £177,000 this year, a fantastic achievement. All our team and volunteers do an amazing amount of work to support us raising much needed funds to underpin the work we do.

BOARD OF TRUSTEES STATEMENT

It has been a very difficult year for funding and a lot of our work still goes unfunded. This shows the dedication of the staff and volunteers at the charity. Each year we continue to grow and provide more much-needed mental health and addiction services across the North East, in-house and online with your continuous support we hope to develop and grow over the next coming year. On behalf of all the board I would like to personally thank all our funders for all your continuous support and belief in our amazing team.

Thank you for all your support
Dr Chris Bowman Chair of Anxious Minds

Our 2021 Projects

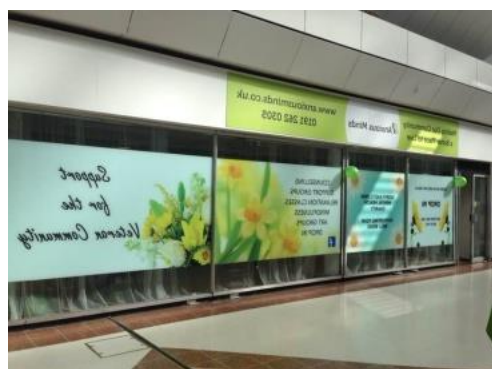
Counselling Services (North Tyneside)



The charity now has 14 paid members of staff with the aim of raising this to 20 by the end of 2021, we also maintain and provide placements for 47 counsellors and psychotherapists (expanding to 60 plus by the end of 2021), all at different levels in their careers, some are students on placements and others experienced counsellors working towards accreditation or furthering their development with more qualifications, all supported by our team of clinical supervisors.

The charity is now the largest provider of placements to student counsellors and in the North East, and trains hundreds of student counsellors each year. Our counselling service supports about 240 service users a week in our **Wallsend Counselling Service**, which is set to increase to around about **400 plus** per week as the charity opens two new counselling centres in Newcastle and Blyth

Drop-in and Recovery Centre (North Tyneside)



The charity also provides long-term support with its Drop-in and Recovery Centre based in the heart of Wallsend Shopping Centre. The Recovery Centre provides support groups, including

Friendship, Art, Crafts, and Memory Lane (talking about the past and remembering the good old days). If people don't want to get involved in group work then that's okay also, they can just drop in at any time, read a book, play a game of chess or snakes and ladders or do a jigsaw puzzle or simply just chat to one of our trained counsellors.

The centre also provides structured courses including Anxiety, Depression, Mindfulness, Positive Psychology, Grief and Loss, similar to what is provided by the NHS Recovery College without any barriers or even registering with your GP the project is self-referral.

The project is a lifeline supporting hundreds of people based in North Tyneside and the wider region. As well as having the Recovery Drop-In Centre, we also have an online support group which is monitored by the Drop-In Centre staff for service users, designed in order to maintain good communications, reduce isolation and loneliness, share valuable information and mutually support each other. The group currently has over 1,500 members. We are hoping to open our second Drop-in and Recovery Centre in Northumberland later this year.

Veteran Families Mental Health and Addiction Service (Newcastle upon Tyne)



I've already explained a lot about the Veteran Families Project and why it was started in my opening statement. This life changing project is based at the waterfront in Newcastle upon Tyne and is set to be the largest provider of mental health and addiction support to the veteran community outside of the NHS services. Having served 22 years in the Armed Forces and a further nine instructing at joint forces level to soldiers deploying to Afghanistan I have first-hand experience of trying to access good quality support when struggling with mental health and addiction issues.

This project will help change veteran families lives for the better and deal with a lot of problems veteran families are facing and provide immediate professional support to veterans across the North East. The project has been shortlisted for the 'Soldiering on Award' 2021 (health and rehabilitation category).

Women's Crisis Centre (Northumberland)



The Women's Crisis Centre based in Blyth on Market Square in the heart of the town is set to support women in crisis across Northumberland, and will provide support for addiction, mental health and domestic violence and will empower women back in to education or employment and volunteering.

As we are all aware this pandemic has brought out the focus on domestic violence problem faced by North East women.

This woman's centre will provide immediate support to women struggling after leaving or in domestic relationships; it will also help educate the next generation of women and set boundaries and educate young ladies on what's acceptable and not-acceptable behaviour from partners.

The centre will also be a registered SMART Recovery Centre providing self-help support for women with addiction problems and counselling services.

Outdoor Therapy and Training Centre (Northumberland)



For a long time now we at Anxious Minds have wanted to take therapy outside of the office, and indeed outside of any boxes, so I'm really pleased that we will soon be offering talking therapies and Mindfulness outside in 200 Acres of beautiful Woodlands near Prudhoe.

A lot of our clients have said that they would like to attend our **“Woodland Therapy Centre”** as a progression from the office based therapy. It is a huge step for someone to admit they need help, so the less traumatic we can make it for them the better. The one problem veteran families struggle with is learning to relax and feeling calm and at peace. This tranquillity is a new feeling for most of them, and it enables them to change their point of reference to something that makes them feel good. Observing deer and hearing woodpeckers and other birds helps them when they are descending into darkness and they can fall back on memories of the natural world to help restore calm in their lives.

The project will also provide adventure training including hill walking, mountain biking and wild camping. One of the aims of this project is to encourage people to get back into nature and look at voluntary placements outdoors. Our hill walking project Newcastle Hiking was recently featured on BBC television with a young lady talking about the benefits of hill walking and wild water swimming.

‘Recruit4good’ - helping people back into employment and volunteering one step at a time.



Recruit4good is due to start in July 2021, and will offer voluntary placements for people struggling with mental health, as well as making some income for the charity. The project will help find employment opportunities for student counsellors and psychotherapists as well as other mental health professionals that work with the charity as volunteers each year.

However, the main drive of Recruit4good is to support people with mental health back into volunteering, helping them give back to the community and improve their own self-worth and mental health by giving them a purpose in life, without affecting their benefits, until they are ready for employment providing a softer step by step approach into employment. We will be working with REED in Partnership and Learning Curve to provide training and support for our service users.

This approach will give a much softer progression back into employment for people struggling with mental health and addiction issues, allowing them to control the number of days or hours they volunteer and giving them back the self-confidence, self-belief and strength to move back into the community and back into employment.

‘Being SHARP’ project (Self Help And Recovery Project)

This is a new project we are trying in order to raise funds and be able to deliver an online and in-house project to support young people with mental health, and addiction/substance misuse issues. Delivered by trained professionals, BACP Registered Counsellors and addiction support workers. The project will give early intervention for hundreds of children on NHS waiting lists, hopefully preventing them becoming long-term users of mental health and addiction services and living full productive lives.

The Mental Health Lottery



The charity launched The Mental Health Lottery in 2020 as a fundraising platform to raise awareness of our work and to help get more community donations. Last year it made over £35,000 in its first year, with most of that money coming in from donations.

It's very difficult to find funding for professional mental health services that are provided by Anxious Minds, Counselling and Psychotherapy, hence, that's why we had to make the counselling services donation based, unless funding is available. Our hope is that the lottery continues to grow providing enough funding for us to deliver professional counselling services to people across the North East

Current List of Anxious Minds Awards

- Shortlisted on Soldiering on award 2021(health and rehabilitation)
- Leading Mental Health Support Services of the Year - 2021 UK Enterprise Awards
- Armed Forces Covenant Bronze Award (Veterans)
- Armed Forces Covenant Silver Award (Veterans)
- Shortlisted Forward Ladies regional heat (Support for women)
- Silver Commendation Award for his work in North Tyneside (Mental Health)
- ACQ5 Global Award 2018 UK Charity of the year (Mental health)
- Leading Mental Health Support Services of the Year 2018 - UK
- The Best UK Mental Health Blogs 2018 /2019
- Prime Minister's Points of Light Award 2018 (Awarded to Eddie for our work in mental health supporting our veteran community)
- Health Watch North Tyneside, Star Award (Highest rated service in Health Watch)
- Voda Awards 2018 nominated Volunteer of the Year

The Future of Anxious Minds

We have come a long way in the past five years, even though we have struggled to find enough funding to support the thousands of people a year that access our services. We are a little disappointed that we have not received any commissioning as of yet from local authorities.

The sad reality of the situation is that we will need to continue to charge for the counselling services, preventing people that are financially struggling the chance to access the life-saving services due to the lack of funding. In the past five years we have received less than £50,000 for our counselling services and most of that came during the last financial year because of the pandemic (COVID 19).

We as a nation are failing a generation of children and paying lip service to mental health services, this can be seen daily with the amount of children accessing, accident and emergency after self-harming or being unable to function at school due to high levels of anxiety/depression.

Professional counsellors and psychotherapists train for years to deliver a life-saving service to the people in crisis and people struggling with complex needs. Until the government and local funders recognise the difference between professional counselling services and well-being projects the charity will continue to struggle.

The charities aim over the next year is to find more cost-effective ways that we can deliver our services to more people. We will strengthen our working relationship with REED in Partnership and Learning Curve which will help pay for unemployed people to access our services and grow our online service allowing us a much larger reach across the North East.

Our veteran support project will continue to grow with the aims of supporting the family as a unit, as when one person struggles with mental health or addiction it has a knock-on effect across the whole family. The veteran community have lived on promises for far too long, and veterans are dying by suicide, our project will allow early access to veterans in crisis across the North East into our counselling and addiction support services.

As a charity we are the voice of the community we serve, and will continue to voice our opinion of the lack of quality mental health services for people across the North East.

Finally, I would like to thank all of our funders and supporters for your continuous support over the past five years and by working together we will continue to grow.

External validation of our mental health services

Last year we were one of three charities that was lucky enough to win a two-year development programme with the Association of mental health providers, one of the things that we did was have an external validation of our services which is available for you to read this report below.

Look after each other

Edward Dean

Chief Officer

Anxious Minds



OVER 800 CHRISTMAS PRESENTS TO 80
NORTH EAST VETERAN FAMILIES



OVER 140 VETERANS SUPPORT IN OUR
FIRST YEAR OF OUR VETERAN PROJECT



HUNDREDS OF PEOPLE SUPPORTED IN
OUR RECOVERY CENTRE



HUNDREDS OF PEOPLE SUPPORTED
WITH COUNSELLING







HIGH LEVEL: SERVICE FEEDBACK & EVALUATION REPORT FOUNDED BY



ANXIOUS MINDS

PREPARED BY: MICHELLE BOOTH – CAPTIVATE ENTERPRISE

Table of Contents

<i>Methodology & Scope.....</i>	<i>15</i>
<i>Statistical Outcomes</i>	<i>16</i>
<i>Qualitative Outcomes</i>	<i>17</i>
<i>Service Approach</i>	<i>18</i>
<i>Skilled & Talented Staff.....</i>	<i>20</i>
<i>Outcomes for People.....</i>	<i>21</i>
<i>Children & Young People.....</i>	<i>22</i>
<i>Supporting Volunteers & Placements</i>	<i>23</i>
<i>Conclusions, Discussions & Recommendations</i>	<i>24</i>

Methodology & Scope

This report presents a high-n level analysis of client feedback on services provided by Anxious Minds. This document has been prepared using desk-based analysis of 170 customer feedback forms. The report provides both statistical and qualitative information which demonstrates some of the high-level impact of Anxious Minds.

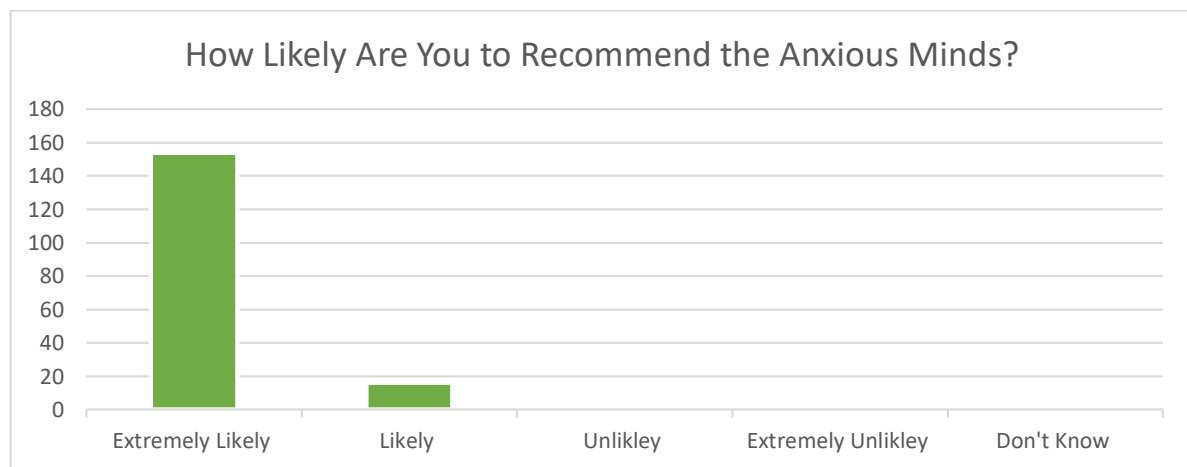
Data collected by staff and volunteers at Anxious Minds has been coded to identify key themes discussed within this document and shown pictorially within the appendices.

**This is a
worthwhile and
good service for
anyone like me
suffering with
anxiety and so**

Statistical Outcomes

A series of standard questions were asked within client feedback forms. The results were overwhelmingly positive across all question sets. This illustrates how valued the service is to all who use it. A sample of 170 feedback forms were analysed to inform this data set.

Likelihood of Recommendation: Clients were asked how likely they were to recommend anxious minds to others. 170 responses were received for this question with 100% of respondents saying that they would be “Extremely Likely” (90.6%) or “Likely” (9.4%) to recommend the service.



Service Satisfaction: Clients were asked to rate their overall satisfaction of the service they had received from Anxious Minds on a scale of 1 to 5, with 5 being most satisfied. 165 responses were received for this question. 2% of respondents scored the service 3 stars, 9% scored two stars and 89% five stars.



Rating Your Care: Clients were asked to rate the care that they had received from Anxious Minds. Each category was scored out of 5 stars with 5 being the highest score¹.

	*	**	***	****	*****
Quality of Care ²	0%	0%	1%	4%	95%
Having a Say in Your Care ³	0%	1%	0%	3%	96%
Attitude of Staff ⁴	0%	0%	1%	2%	97%
Cleanliness of Premises ⁵	0%	0%	1%	£%	96%
Waiting Times ⁶	0%	0%	0%	1%	99%
Explanation of Treatment or Care ⁷	0%	0%	1%	5%	94%

The above table illustrates the comprehensive and impactful nature of the services are Anxious Minds. Each category sores incredibly highly with a consistent score of 90% plus.

These outcomes highlight that Anxious Minds services are responsive to the needs of clients and are delivered in timely and respectful manner with clients having a say in their care.

Qualitative Outcomes

In addition to the statistical data capture, clients offered a range of qualitative feedback which illustrates the character of the service. These discussions explore a number of themes including:

- Service Approach
- Outcomes for People
- Waiting Times
- Environment
- Services for Children & Young People

¹ Percentages are subject rounding

² 169 responses were received for this question

³ 165 responses were received for this question

⁴ 169 responses were received for this question

⁵ 164 responses were received for this question

⁶ 166 responses were received for this question

⁷ 117 responses were received for this question

Service Approach

Services are Anxious Minds are diverse including social groups and bespoke one-to-one counselling. Service approaches are responsive, timely and tailored to the needs of clients. This is demonstrated in both the aforementioned statistics but also in the qualitative comments captured throughout the surveys.

Key themes of identified through the comments included:

- Tailored Responsive Services,
- Practical Tool, Techniques and Strategies,
- Helping clients to think outside of their comfort zone,
- Speedy Access to Services,
- Skilled Staff, and
- Comfortable and Supportive Environment

**"tailored
sessions to my
need"**

Tailored Responsive Services: Clients valued that services were responsive to their personal need. This supported clients to achieve their own personal goals and make progress.

Practical Tools, Techniques & Strategies: Counsellors support clients to explore tools and techniques to help them address their issues themselves. These strategies help to build personal resilience and support people in their day-to-day lives by embedding coping strategies, to turn around the hard times, and understand and mitigate triggers to their mental health. Tools are provided in practical ways so that clients can recall them and use them as necessary.

"Provided handouts which I took to read and put them on my fridge so I can refer back and try to **put things into better**

"giving me the tools, I needed to control my anxiety"

"helped to organise chaotic thoughts into a more positive outcome"

"helped me take steps to get better and to also realise what my issue is"

"I understand more about triggers so I can cope with problems more"

"tools to move forward and be more confident than I ever thought I could be".

"ability to recognise triggers that will affect my mood"

"Given good/useful coping strategies"

For some this changed the way they thought about issues that were causing them distress, using tools and techniques to overcome negative perceptions and overthinking.

“reframed it from a problem in my perception of myself rather than a defect in myself”
“I am now seeing things from a new perspective
“A very good insight in to myself”

Getting out of the Box

Clients acknowledged that engagement in counselling pushed them slightly outside of their comfort zone (**“It was very nerve racking to come and speak to a stranger about personal issues”, “found it tiring and at times could initially make the anxiety worse”** and **“self-reflective, challenging myself in a good way”**). For some counselling was a personal revelation (**“I have been suffering far longer than I had realised”, “I’ve learnt a lot about myself”**) Despite the discomfort met the challenges head on with success (**“it’s been hard work but a very meaningful experience”**) which has been described as a **“God send”** by one client.

It’s Not All Talk

Services are practical in approach and delivering, helping clients to build their personal capacity in dealing with their own mental health. Tools and techniques used and taught are **“very practical and useful in helping my recovery”** with tangible guides to embed learning and coping strategies into the future -

Speedy Access to Services

Significantly low waiting times is a “unique selling point” of Anxious Minds. 99% of people completing feedback forms rated waiting times 5*. Clients appreciated the speedy access to the service. This helped them to deal with crisis in before it escalated.

“Really quick support to help nip it in the bud”

“Was there for me at the time that I needed

“I really appreciated how quickly I was assessed and

“Being able to access the service and support so quick was a huge benefit and gave me a focal point when I was feeling very low”

“Thank heavens the service is here as an almost immediate option for people like myself who need it”

Additionally, the short waiting times saved considerable waiting time to access statutory provision. Excessive waiting periods are likely to cause a client's mental health to deteriorate further without support. Therefore, Anxious Minds have addressed this gap by offering alternative or meanwhile provision.

"Saved me waiting
11 months for NHS
Counselling"

"I have been on the NHS waiting list for over a year. I contacted Anxious Minds and was booked in for assessment the same week

"I decided to go on the waiting list for EMDR but Talking Therapies were unable to offer any support in the interim. I have been on the waiting list for a year and a half. Anxious Minds supported me in the meantime"

Skilled & Talented Staff

Feedback consistency evidences the quality of services offered at Anxious Minds. It is obvious that the charity benefits from highly skilled committed staff who are described as *"Wonderful", "Amazing", "Outstanding", "Excellent", "Great", "Absolutely Fantastic", "lovely and friendly" and "down to earth"*

"The service was professional, very reliable and with a safe environment"

When I'm talking to you (counsellor) I don't feel like you're a counsellor, I feel like you're someone I can talk to and I trust you

Clients consistently reported that they *"got on well with counsellor"* who was *"very welcoming"* and helped them to *"feel at ease"* and a *"very calming"* presence. Importantly, clients *"didn't feel judged"*. Trust was a constant theme with clients highlighting that they trusted the counsellors at Anxious Minds which helped them to open up with their thoughts and issues – *"always felt comfy in speaking and confiding in how I felt"*

Interventions supported clients to change their outlook on counselling. Some reported that they were **"anxious"** or **"dubious"** of counselling, however, engagement with Anxious Minds, helped them to feel at ease and reassured.

The environment was described as **"safe"** making clients feel **"relaxed and comfortable"**. One described the centre as an **"Ideal place to relax, calming atmosphere"** and a **"very calming place to be around"**

A bit dubious after deciding to come, but counsellor got me at ease and allowed me to say anything I wanted to. Ideas put forward and tried if worked retained, if not rejected - No

Outcomes for People

"Came here for help and that's exactly what I got. I've got what I needed from the counsellor"

Outcomes for clients using the services of Anxious Minds are as varied and unique as the individuals accessing the service. This reflects the charities person-centred approach to supporting people, meaning that intervention approaches are tailored to the needs of the individual client and therefore more likely to glean deeper and lasting outcomes.

There is an overwhelming theme of positive outcomes and individual achievement within the client feedback forms. Interventions have had positive and deep impacts on clients with comments highlighting how services have **"Changed my life"** and **"life changing"** - **"If it wasn't for Elaine I truly believe my life would not of [have] improved"** - **"Really brought me back to life"**, **"It was exactly what I needed"**.

Clients report that the services have helped them to over-come challenges with some positive outcomes, from being **"In a much brighter place now"** to **"helped restore my confidence and stop my anxiety"**.

"I'm a totally different person"

Services provided by Anxious Minds have supported clients to understand tools and techniques to cope with their issues and overcome challenges and feeling **"In control of emotions"** with **"a different outlook on my life"**

"It has been a journey for which I am back on my feet"

"it helped me make good decisions"

"made me think things through differently"

"helped turn my daily life and feelings around"

Many clients reported that interventions had helped them to **“move on”** from challenges or **“turn around a difficult time”**. Clients reported feeling **“a lot more confident about the future”** and using new found confidence to speak up (**“found my voice again”**). Happiness was a recurrent theme for clients **“I am my “old” self with happiness in my heart”**.

“I feel happier now than I have for 62 years”

Significantly, interventions helped clients to change their perspective of themselves (**“learn to like myself again”**, **“realised it’s not me who is stupid or useless”**) and empowered them to think of things differently (**“given me time and permission to think about me and my mental health”**). This has been seen to be **“helpful for reflection and realisation”** and build self-resilience.

“I have really enjoyed and learned a lot about myself”

“Helped me understand and value myself better”

“Helped me to understand my own though process and

“helped me understand my feelings and given me ways

“I noted a positive improvement on my attitude towards day to day life and things that I would usually struggle with I have a clearer mind and a focussed goal to work towards”

“I would have at one point said I was depressed whereas now I feel like that heavy load has been lifted. I sometimes worry and feel anxious but no longer to the point where I feel I can’t carry on”

Children & Young People

Within the data set a small number of surveys have been identified to those using the children’s counselling services.

All children and Young People using the service were Extremely Likely or Likely to recommend the service to someone else. All children rated the service as 4* or 5* overall

with each other the following areas were rated 4* of 5* - Waiting Times, Cleanliness, Attitude of Staff, Having Your Say in Care and Quality of Care ⁸

Outcomes for this cohort has been successful, helping children and young people to open up and talk about their feelings, issues and anxieties. Personal impact and outcomes are acknowledged by young clients with improvements in attitude and behaviours, helping them to overcome issues, develop personal resilience and improve relationships with others.

"Gone through loss and worked on many things I've not talked about before which is really good. Have made so much

"helped me with my anger at home. I am more confident in being able to talk to my foster carers about my feelings now"

"The counsellor I have made it easy to talk about anything that was bothering me. She helped me to open up about my feelings while empathising with me. This was helpful and allowed me to get anything I was holding onto off of my

"I am feeling much more confident in school. Not as nervous at the school gates or lessons. I am feeling a lot more

"I have made huge improvements over the time with Anxious Minds. They have been nothing but lovely towards me and helped me in huge ways"

"I have noticed in the past 6 weeks my attitude on my life has massively

Supporting Volunteers & Placements

I feel supported here and feel the time given to me is invaluable. The training opportunities are extensive and are of great

A small cohort of responses to feedback forms were present from those who engaged in Anxious Minds as a volunteer or Placement Student. Feedback was extremely positive, showing the quality of support provided –

⁸ The small cohort numbers indicating that they have received Children's Counselling Services makes it statistically insignificant to break the data set down to x% of 5*, x% 4*

“A fantastic caring and professional organisation”

Conclusions, Discussions & Recommendations

Feedback forms clearly show a consistent level of high-quality outcomes for clients engaged in Anxious Minds. Quantitative and qualitative data illustrates a service which is proactive and supportive for all. A constant theme which runs through the analysis is the significant commitment and skill of staff within the charity who provide warm, caring and professional services, making clients feel safe, welcome and at ease. Clients are supported through person-centred approaches which meet their needs and provide them with tools and techniques to help them take back control of their emotions, face their issues and build personal emotional resilience.

While this report illustrates customer satisfaction with the services of the charity it has some limitations in demonstrating the real social value of the charity. The data set fails to demonstrate “change” in terms of distance travelled of clients, however, there are demonstrable outcomes identified by clients directly which indicate that positive change (distance travelled) that has been made.

The data captured within this report will also be used to develop a framework for evaluation and monitoring for the charity longer term. It is recommended that Theory of Change and Logic Models are explored as well as case studies illustrating the individual (anonymous) journeys of individuals. This will make a more demonstrable impact measure and help to lead into social value measurement assessment tools such as Social Return on Investment or Social Accounting.

Anxious Minds

Trustees Report and Financial Statements
For The Year Ended 31 October 2020

Charity No. 1164040

Legal and Administrative Information

Name: **Anxious Minds**

Reg'd Charity No: 1164040

Trustees: Dr Chris Bowman
Shoaib Mazhar
Tony Wright
Janice Wilkinson

Address: The Vault
Station Road
Wallsend

Bankers: Lloyds Bank

Independent
Examiner: Mark Thompson MAAT
VODA
Linskill Centre
Linskill Terrace
North Shields
NE30 2AY

The trustees present their report and accounts for the year ended 31 October 2020 .

Structure

The charity was registered as a CIO on 20 October 2015. Trustees for the financial year are listed on the previous page.

Governance and Management

The trustees all hold individual roles, i.e. chair, treasurer etc. they also attend appropriate training courses. The trustees have assessed the major risks to which the charity is exposed, and are satisfied that the systems are in place to mitigate exposure to the assessed risks. All trustees and staff have been DBS checked.

Financial Review and Reserves Policy

The organisation regularly reviews its financial position and systems. **Trustee Selection** The trustees are drawn from a wide range of backgrounds and must have an interest in mental health issues and/or relevant skills/experience. A number of trustees must be service users. Potential new trustees must be proposed and seconded by members of Anxious Minds board and must complete an application form and provide one written reference. If a reference is difficult to obtain, trustees can be co-opted by the Board on a six-month trial period to enable inclusion. New trustees are voted on to the Trustee Board at any board meeting.

All trustees may offer themselves for re-election at the Annual General Meeting for up to a maximum of seven years. After standing down, members are ineligible to stand for re-election for a minimum of one year. Officers of the Charity may serve for up to five years as officers, after which they may continue to serve on the committee until the seven year's service is completed.

All trustees must retire by rotation once every three years and are eligible for re-election.

Induction and training of new trustees

1. Our process is intended to ensure inclusion, provide the right skills mix and provide a balanced functional Board. Our recruitment process forms part of induction to our organisation.
2. Application pack, including the Charity Commission publication "The Essential Trustee", is provided.
3. Application form and reference(s) received. For people unable to provide a reference, a six-month probationary period is used (to enable service users equal opportunity).
4. Trustee co-opted onto Board at a Board meeting or voted on at the Annual General Meeting.
5. Chief Executive and Chair provide regular support and learning opportunities to new trustees.
6. Trustee training is incorporated into the Board meetings.
7. Trustees undertake a self-appraisal with the Chair on an annual basis.

OBJECTIVES AND ACTIVITIES

The objectives of Anxious Minds are stated in our Constitution as follows: The objects of the Charity shall be 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, in association with Anxious Minds in accordance with the aims and objects of Anxious Minds.

VISION, MISSION AND VALUES

Our Values are to:

- Put our service users at the forefront of our development
- Make support services easier to access
- Treat every service user as an individual
- Build a trusting and safe environment for service users to achieve
- Help and support each service user to reach their individual potential
- See a person beyond their diagnosis

Accessing Support: We offer several ways in which local people can access support from us, including referrals from local GPs, Crisis and Mental Health Teams, Other Charities, Local Authorities and Self-Referral.

We directly provide help and support to those who need it most through a range of targeted services designed specifically to address the local need:

What we have achieved in 2019-20

Over the last 12 months Anxious Minds have continued to evolve and grow, striving to be the leading mental health charity in the North East. This last year has been an exciting and difficult year for us because of the amount of people requesting our services. It's been the first time in several years where we have made a surplus down to the hard work and dedication of our team, trustees, volunteers, and beneficiaries in what turned out to be a particularly challenging time for the sector as a whole. There is growing recognition of the charity's work in the North East due to the fact mental health issues are the biggest public health challenge that we face, affecting the lives of millions of people across the North East. I and the trustees are so proud of the staff and volunteers at Anxious Minds. COVID 19 hit our community and our staff and volunteers stepped up and expanded our services to six days a week, putting the community we serve first, their bravery and determination has been second to none, supporting hundreds of people face to face struggling in this crisis.

We also converted some of our counselling and psychotherapy services to telephone and video counselling at the start of the virus outbreak. Over the course of the year, we also introduced a telephone listening service providing an avenue of direct support for lonely, isolated and shielding individuals. The telephone service included a dedicated support line enabling direct access to trained counsellors. This service has enabled existing and new service users to access support during the time when normal face to face provision wasn't possible. Our new telephone service has proven to be a positive pathway into accessing further counselling and support services and maintaining consistent links with users. We have received recognition from Her Majesty's Lord-Lieutenant of Tyne and Wear and Parliament for our service during the pandemic.

The telephone support line supported 128 people during the first lockdown and provided 3072 phone calls. The Charity also created an online YouTube channel, video content and Facebook support groups which have over 1,400 members and is run by a dedicated member of support staff. The support group provides daily advice and information such as job opportunities, family funding opportunities and practical support to its members. The YouTube Channel has 249 subscribers and provides information about the advice and support available through our organisation and self-help tools. The online tools have been essential in providing alternative forms of support for our community during COVID 19 lockdown. Maintaining support to those in isolation has proven vital to maintaining positive health and wellbeing. The support group alone has led to one family in need being donated a family car to use and another being donated a much needed electric wheelchair.

We now have a much more active online presence within our community and we are able to engage with more people than ever before with our service. An unexpected challenge for the team was the number of people trying to access the services. In total over 1,500 people benefitted from the service and our counselling service alone supports over 180 people a week. Our work with children and young people continues to grow providing free counselling to schools in Newcastle and North Tyneside and a donation counselling service to children in Wallsend, North Tyneside supporting over 400 children this year.

The Local infantry regiment, (The Royal Regiment of Fusiliers) contacted the charity asking for our help after losing more veterans to suicide than ever before. We then got a visit from the Fusilier Association from the Tower of London and we agreed to help, getting a little funding from the Armed Forces Covenant Trust, to support 40 families a year, for the next two years. Within two months we had over 60 families, 7 months on and this number is well over a hundred veterans. We also provided an outreach counselling service in Sunderland and Durham at Veterans in Crisis and East Durham Veterans Trust, with the NHS and other statutory services struggling to meet the demand. This is something that we are working on to change, make a difference and support those who need us across North Tyneside, Northumberland, Newcastle, Sunderland and Durham.

Our grant funding programme and the local community donations have sustained and supported the majority of the services. Our amazing team support people with their mental health in a variety of ways and meet their needs in creative and person centred ways. We sustained our existing projects and developed new ones for 2021 including our Veteran Families Crisis Support Centre on Newcastle's waterfront which is set to be the largest of its kind providing mental health and addiction support to North East Veteran Families and our women's crisis centre in Blyth Northumberland. Our Fundraising team raised over £177,000 this year, a fantastic achievement. Our fundraising team and volunteers do an amazing amount of work to support us raising much needed funds to underpin the work we do. We could not have done this without the support of the organisations and people who

BOARD OF TRUSTEERS STATEMENT

It has been a very difficult year for funding and a lot of our work goes unfunded this shows the dedication of the staff and volunteers at the charity each year we continue to grow and provide more much-needed mental health services across the North East in-house and online with your continuous support we hope to develop and grow over the next coming year on behalf of all the board I would like to personally thank you for all your support

Dr Chris Bowman
Chair of Anxious Minds

INDEPENDENT EXAMINER'S REPORT

Report to the
trustees of

Anxious Minds

On accounts for
the year ended

31 October 2020

Charity no 1164040

Respective
responsibilities of
trustees and
examiner

The charity's trustees consider that an audit is not required for this year (under section 43(2) of the Charities Act 1993 (the Act)) and that an independent examination is needed.

It is my responsibility to

- examine the accounts (under section 43 of the Act),
- follow the procedures laid down in the General Directions given by the Charity Commission (under section 43(7)(b) of the Act), and
- state whether particular matters have come to my attention.

Basis of
independent
examiner's
statement

My examination was carried out in accordance with General Directions given by the Charity Commissioners. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently I do not express an audit opinion on the accounts.

Independent
examiner's
statement

In the course of my examination, no matter has come to my attention:

1. which gives me reasonable cause to believe that in, any material respect, the trustees have not met the requirements to ensure that:
 - proper accounting records are kept (in accordance with section 41 of the Act); and
 - accounts are prepared which agree with the accounting records and comply with the accounting requirements of the Act; or
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed:



Date: 11 March 2021

Name: Mark Thompson MAAT
Address: VODA
Linskill Centre
Linskill Terrace
North Shields
NE30 2AY

Anxious Minds

Statement of Financial Activities for the year ended 31 October 2020

		Unrestricted Funds	Restricted Funds	Total Funds	Total Funds
		2020	2020	2020	2019
		£		£	£
Receipts					
Grants	5	25000	96000	121000	31760
Donations		52177		52177	8861
Workshop & Sessional Fees				0	17077
Total Receipts		77177	96000	173177	57698
Payments					
Salary Costs		13600	58102	71702	20267
Rent & Room Hire		9622	4298	13920	9012
General Running Costs		11386	2000	13386	21205
Fundraising Costs		54		54	40
Total Payments		34662	64400	99062	50524
Surplus / deficit for the year		42515	31600	74115	7174
Funds as at 1 November 2019		24006	0	24006	22008
Funds at 31 October 2020		66521	31600	98121	24006

Anxious Minds
Balance Sheet as at 31 October 2020

	2020	2019
	£	£
Current Assets	Notes	
Cash at Bank	98121	24006
Total Cash Balances	98121	24006
Current Liabilities	0	0
For The Year Ended 31 October 2020	98121	24006
Represented By:		
Restricted Funds	31600	0
Unrestricted Funds	66521	24006
	98121	24006

Signed Position

Signed Position

Date

Anxious Minds

Notes to the accounts, 2020

1. Basis of accounts

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) – Charities SORP (FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006

Anxious Minds meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

1.1 Opening Balance

Note that the opening balance from the previous financial year was changed from £29,182 to £24,006. The closing bank account for that year has been reconciled, this does not affect any amounts relating to the year 2019-20.

2. Grants Received:	Unrestricted	Restricted	
North Tyneside Council	25000		
COVID-19 Response - National Lottery		30000	
Community Foundation Covid 19		5000	
NHS North Cumbria		7000	
National Lottery		9500	
Armed Forces Covenant		33250	
Bernicia Foundation		1250	
Groundwork UK		500	
North Tyneside Council		3000	
Enterprise Development Fund		4500	
Groundwork UK		2000	
Total Grants	25000	96000	121000

3. Trustees and Staff

Salary cost for the year were £71,702
Total no of employees: 8

4. Costs of financial services

The cost for the Independent Examination for the financial period will be £350.

5. Restricted Funds balance at 31 October 2020

	Income	Expend	Balance 31/10/20
COVID-19 Response - National Lottery	30000	30000	0
Community Foundation Covid 19	5000	500	4500
NHS North Cumbria	7000	7000	0
National Lottery	9500	9500	0
Armed Forces Covenant	33250	6150	27100
Bernicia Foundation	1250	1250	0
Groundwork UK	500	500	0
North Tyneside Council	3000	3000	0
Enterprise Development Fund	4500	4500	0
Groundwork UK	2000	2000	0
Total	96000	64400	31600

Anxious Minds

Trustees Report and Financial Statements
For The Year Ended 31 October 2020

Charity No. 1164040

Legal and Administrative Information

Name: **Anxious Minds**

Reg'd Charity No: 1164040

Trustees: Dr Chris Bowman
Shoaib Mazhar
Tony Wright
Janice Wilkinson

Address: The Vault
Station Road
Wallsend

Bankers: Lloyds Bank

Independent
Examiner: Mark Thompson MAAT
VODA
Linskill Centre
Linskill Terrace
North Shields
NE30 2AY

The trustees present their report and accounts for the year ended 31 October 2020 .

Structure

The charity was registered as a CIO on 20 October 2015. Trustees for the financial year are listed on the previous page.

Governance and Management

The trustees all hold individual roles, i.e. chair, treasurer etc. they also attend appropriate training courses. The trustees have assessed the major risks to which the charity is exposed, and are satisfied that the systems are in place to mitigate exposure to the assessed risks. All trustees and staff have been DBS checked.

Financial Review and Reserves Policy

The organisation regularly reviews its financial position and systems. **Trustee Selection** The trustees are drawn from a wide range of backgrounds and must have an interest in mental health issues and/or relevant skills/experience. A number of trustees must be service users. Potential new trustees must be proposed and seconded by members of Anxious Minds board and must complete an application form and provide one written reference. If a reference is difficult to obtain, trustees can be co-opted by the Board on a six-month trial period to enable inclusion. New trustees are voted on to the Trustee Board at any board meeting.

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1. Our process is intended to ensure inclusion, provide the right skills mix and provide a balanced functional Board. Our recruitment process forms part of induction to our organisation.
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We also converted some of our counselling and psychotherapy services to telephone and video counselling at the start of the virus outbreak. Over the course of the year, we also introduced a telephone listening service providing an avenue of direct support for lonely, isolated and shielding individuals. The telephone service included a dedicated support line enabling direct access to trained counsellors. This service has enabled existing and new service users to access support during the time when normal face to face provision wasn't possible. Our new telephone service has proven to be a positive pathway into accessing further counselling and support services and maintaining consistent links with users. We have received recognition from Her Majesty's Lord-Lieutenant of Tyne and Wear and Parliament for our service during the pandemic.

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BOARD OF TRUSTEERS STATEMENT

It has been a very difficult year for funding and a lot of our work goes unfunded this shows the dedication of the staff and volunteers at the charity each year we continue to grow and provide more much-needed mental health services across the North East in-house and online with your continuous support we hope to develop and grow over the next coming year on behalf of all the board I would like to personally thank you for all your support

Dr Chris Bowman
Chair of Anxious Minds

INDEPENDENT EXAMINER'S REPORT

Report to the
trustees of

Anxious Minds

On accounts for
the year ended

31 October 2020

Charity no 1164040

Respective
responsibilities of
trustees and
examiner

The charity's trustees consider that an audit is not required for this year (under section 43(2) of the Charities Act 1993 (the Act)) and that an independent examination is needed.

It is my responsibility to

- examine the accounts (under section 43 of the Act),
- follow the procedures laid down in the General Directions given by the Charity Commission (under section 43(7)(b) of the Act), and
- state whether particular matters have come to my attention.

Basis of
independent
examiner's
statement

My examination was carried out in accordance with General Directions given by the Charity Commissioners. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently I do not express an audit opinion on the accounts.

Independent
examiner's
statement

In the course of my examination, no matter has come to my attention:

1. which gives me reasonable cause to believe that in, any material respect, the trustees have not met the requirements to ensure that:
 - proper accounting records are kept (in accordance with section 41 of the Act); and
 - accounts are prepared which agree with the accounting records and comply with the accounting requirements of the Act; or
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed:



Date: 11 March 2021

Name: Mark Thompson MAAT
Address: VODA
Linskill Centre
Linskill Terrace
North Shields
NE30 2AY

Anxious Minds

Statement of Financial Activities for the year ended 31 October 2020

		Unrestricted Funds	Restricted Funds	Total Funds	Total Funds
		2020	2020	2020	2019
		£		£	£
Receipts					
Grants	5	25000	96000	121000	31760
Donations		52177		52177	8861
Workshop & Sessional Fees				0	17077
Total Receipts		77177	96000	173177	57698
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Salary Costs		13600	58102	71702	20267
Rent & Room Hire		9622	4298	13920	9012
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Fundraising Costs		54		54	40
Total Payments		34662	64400	99062	50524
Surplus / deficit for the year		42515	31600	74115	7174
Funds as at 1 November 2019		24006	0	24006	22008
Funds at 31 October 2020		66521	31600	98121	24006

Anxious Minds
Balance Sheet as at 31 October 2020

	2020 £	2019 £
Current Assets	Notes	
Cash at Bank	98121	24006
Total Cash Balances	98121	24006
Current Liabilities	0	0
For The Year Ended 31 October 2020	98121	24006
Represented By:		
Restricted Funds	31600	0
Unrestricted Funds	66521	24006
	98121	24006

Signed Position

Signed Position

Date

Anxious Minds

Notes to the accounts, 2020

1. Basis of accounts

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) – Charities SORP (FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006

Anxious Minds meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

1.1 Opening Balance

Note that the opening balance from the previous financial year was changed from £29,182 to £24,006. The closing bank account for that year has been reconciled, this does not affect any amounts relating to the year 2019-20.

2. Grants Received:

	Unrestricted	Restricted	
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COVID-19 Response - National Lottery		30000	
Community Foundation Covid 19		5000	
NHS North Cumbria		7000	
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Bernicia Foundation		1250	
Groundwork UK		500	
North Tyneside Council		3000	
Enterprise Development Fund		4500	
Groundwork UK		2000	
Total Grants	25000	96000	121000

3. Trustees and Staff

Salary cost for the year were £71,702
Total no of employees: 8

4. Costs of financial services

The cost for the Independent Examination for the financial period will be £350.

5. Restricted Funds balance at 31 October 2020

	Income	Expend	Balance 31/10/20
COVID-19 Response - National Lottery	30000	30000	0
Community Foundation Covid 19	5000	500	4500
NHS North Cumbria	7000	7000	0
National Lottery	9500	9500	0
Armed Forces Covenant	33250	6150	27100
Bernicia Foundation	1250	1250	0
Groundwork UK	500	500	0
North Tyneside Council	3000	3000	0
Enterprise Development Fund	4500	4500	0
Groundwork UK	2000	2000	0
Total	96000	64400	31600