

2024

IMPACT REPORT



 mind
Lancashire

2024 IN NUMBERS



Over **7,000** people accessed **24** different projects and services.



1,500 children and young people, in **63** local schools and colleges, taught about their mental health.



80 people given a safe, secure home and support to return to independent living.



2,073 hours of 1-to-1 wellbeing coaching, helping children and adults improve their mental health.



83 volunteers gave over **1,250** hours of their time to support our work.



86 parents learned to better support their child's mental health via co-produced workshops.



Finalists in **7** categories across four awards events, winning **3** of them.



£2.5 million raised to continue our vital work, expand services and reach more communities.



1,500 people trained in mental health awareness and suicide prevention.



96% of the staff team are proud to work for Lancashire Mind.

A Message from The CEO...

Reflecting on 2024, it's been one of Lancashire Mind's most expansive and innovative years but it presented a challenging environment for people in Lancashire.

The continuing 'cost of living crisis', housing shortages and long waiting times for mental health services are some of the factors contributing to a mental health crisis. Charities also struggled with increased costs, whilst funding and corporate support is harder to secure.

I'm pleased to report that we've managed finances effectively and grown significantly. I'm proud of Lancashire Mind's services and the impact we have, without which the county's mental health statistics would be even more stark. We've drawn funding into Lancashire, expanding our

offer and helping people get the support they need. New services include low-cost therapy, as an alternative to lengthy waits for statutory services, and growth of our children's services in a bid to create generational change.

We've focused on diversifying income streams, investing in roles to grow sold services, commissions and fundraising. This resulted in growth of over £600,000. We found new ways to bring attention to our team's amazing work, sharing local people's stories through our Lancashire Mind Talks Podcast and new website, enabling thousands of mental health conversations.

There's plenty to be optimistic about as we move forward. 2025 is our 25th year as a Lancashire-wide charity so we'll be reflecting on past and current impact, whilst considering what future action is required for a Lancashire where everyone can achieve the best mental health and wellbeing possible.

David Dunwell
Chief Executive Officer



The Chair...

In my first full year as Chair, I'm pleased to report that we've continued to significantly grow services, including providing more direct support to children, young people and adults. At the same time, we've increased the spotlight on mental health and wellbeing through building connections and gaining support at every level – community, business and politically across Lancashire.

Sustaining our commitment to Connect, Support and Change Minds has never been more pressing. I'm proud of the dedication of our staff and equally the Board of Trustees, who voluntarily bring diverse expertise and boundless commitment to further the work of Lancashire Mind, which led to us winning a national Mind award for Governance.

Ultimately, it's the vital support from donors, funders, corporate supporters, commissioners and fundraisers that enables us to make a difference for the people of Lancashire. We all know of someone who's experienced poor mental health and see the negative impact this can have. Your support is greatly appreciated.

Michael Jameson
Chair of Trustees





Equity, Diversity & Inclusion

Lancashire Mind is committed to ensuring that anyone who accesses our services, works or volunteers with us is treated fairly and equitably.

Over the last 12 months, we have:

- Developed and improved our EDI approach by engaging with staff through our bi-monthly EDI & Engagement Working Group.
- Relunched our Youth Advisory Group and Lived Experience Panel to involve people with lived experience in shaping the organisation and its services.
- Continued to remove barriers to mental health support by ensuring design of our services identifies and addresses inequality and equity.
- Improved the knowledge and skills of staff and volunteers through training on neurodiversity and mental health impact on racialised communities, as well as EDI training for all staff.
- Continued the process of embedding a trauma informed approach to ensure that the impact of trauma is considered in the design and delivery of services to avoid re-traumatisation.

Proud to support.

Vision, mission and values

We're working towards a Lancashire where everyone can achieve the best mental health possible.

We provide a variety of tailored services for children and adults, including virtual and in-person wellbeing coaching, therapy services, housing

support, school programmes, community projects and workplace wellbeing. We focus on prevention, education and support, aiming to increase understanding and reduce stigma. We work with local communities and organisations to promote positive mental health for all. Our mission is to:



Connect Minds: listening to and sharing people's experience of mental health, working alongside them to design and develop Lancashire Mind's work and shape local services.



Support Minds: offering a range of services tailored to meet the unique needs of local individuals and communities, ensuring accessible and effective mental health care.



Change Minds: challenging stigma and enhancing knowledge about mental health to create a more inclusive and informed society.

WE VALUE BEING:

Real

Grounded in lived experience and making sure our work is relevant to Lancashire.

Bold

Not afraid to demand better for people who need our help.

Caring

Treating people with compassion and respect and being here for Lancashire.

Open

Working inclusively to tackle issues and being open to new ideas.

256

Organisations and community groups engaged in improving links between the voluntary sector and clinical services, highlighting best practice and developing solutions.

Listen, learn and influence

This is the first of Lancashire Mind's five strategic aims. We want to talk to people across Lancashire to find out what matters to them, using our findings to inform people in power and ensure what we deliver fits with people's needs.

People from marginalised communities are more likely to experience poor mental health but less likely to seek help due to inaccessible services. Our **Community Engagement Projects Team** focuses on engaging people in local communities to understand how we can change this.

Our National Lottery Community Fund funded project, Connecting Communities, works with South Asian communities in East Lancashire to increase understanding of mental health and the barriers people face that make it harder to access support. From listening to conversations about mental health, staff developed a training course for organisations and service providers, to increase understanding of the barriers South Asian communities face and how to provide a culturally sensitive offer.

95%
of training participants reported an increased understanding of the barriers faced by people from racialised communities.

There's lots of support available in communities across Lancashire but a lack of connection between voluntary sector services and NHS services. To address this, Lancashire & South Cumbria Integrated Care Board (L&SCICB) commissioned Lancashire Mind to engage with colleagues across sectors to facilitate conversation, increase knowledge and encourage collaboration. The **Community Engagement Projects Team** connected with over 250 organisations and community groups, and people with lived experience of accessing services, to highlight best practice, identify gaps and develop proposed solutions.

Supporting Minds: Safia

Safia, a young mum with four children, had experienced the sudden, devastating loss of her husband. She presented with very low wellbeing scores and said: "Every time I move forward, something happens to take me back ten paces."

Safia joined a Connecting Communities group in Burnley and accessed support from the group and 1-to-1 sessions. The group of women developed together and began to share their experience of mental health, whilst being supported to identify services they could access for support. This reduced some of the fear that exists within the South Asian community around asking for help.

"I feel as though this has been very helpful. The staff have been fantastic, I'm so thankful. I now talk to people when I feel low, I don't hide my feelings, I reach out."





Work with others to make positive changes

We aim to make strong links with organisations that are already engaging the people we want to reach, to form partnerships that improve people's mental health.

In 2024, the Lancashire Wellbeing Business Network, led by our **Training & Workplace Wellbeing Team** went from strength to strength with over 20 members. The members form a community of like-minded businesses, sharing experiences and challenges related to supporting the mental health of their workforce, with access to a range of wellbeing resources.

The percentage of eight to 16-year-olds with a probable mental health condition has increased to over 20% so providing mental health support at an early age is vital. Our **Children & Young People Team (CYP)** have been designing and delivering services in educational and community settings for over 10 years, working alongside school staff and children to understand their needs.

We reached more young people than ever before in 2024, with 12 CYP team members delivering nine projects, including partnering with youth centres to provide early intervention drop-in support in seven



Our CEO and Chair were invited by Sir Lindsay Hoyle, Speaker of the House of Commons and MP for Chorley, to meet with Lancashire MPs at the Houses of Parliament, raising awareness of the need for better mental health support and services for our communities.



“As a responsible employer, we have a significant part to play in increasing awareness and understanding of mental health. The Wellbeing Business Network allows our staff to positively affect their own wellbeing and be aware of how to access support and services, which can assist them and their families.”

Rachael Sharpe, Occupational Health, Leyland Trucks.

communities. This is part of a national pilot of Mental Health Early Intervention Hubs funded by Department for Health & Social Care (DHSC), with Lancashire Mind being one of 12 providers across England.

A safe, secure home is something everyone deserves; without it our mental health can deteriorate. Lancashire Mind’s **Housing & Wellbeing Team** provide accommodation for people experiencing poor mental health, who need short to medium term support. This is in partnership with local authorities, housing associations and private landlords.

In 2024, we offered a further 20 adults a safe place to live, expanding our offer into more areas of Lancashire to provide homes for over 80 people. We focused on building relationships with new local authorities and referring agencies to reach people most in need.

Supporting Minds: Darren

Darren came to Lancashire Mind having lost his previous accommodation as he was no longer able to work due to his mental and physical health. Having been referred to Lancashire Mind for supported housing, we needed to work to help him maximise his income so that he could live more comfortably and maintain his tenancy successfully.



“I’ve been living in supported housing through Lancashire Mind since December 2022. Before that I was evicted, and my mental health was at rock bottom. I’m making great strides, and I can see the light again. I am so lucky to have a safe place to live with all the support from Lancashire Mind.”



Make it easy to talk about mental health

We aim to help people understand more about mental health and wellbeing so that we can all have open conversations about our mental health without shame or fear.

Understanding your own mental health and the signs to look out for in others can save lives. Our **Training & Workplace Wellbeing Team** supports individuals and workplaces to create toolkits and environments that prioritise mental wellbeing.

Training for parents/carers was a key focus in 2024 and, under the DHSC National Suicide Prevention Grant, the team developed workshops for parents of children who are currently self-harming, with a particular focus on neurodiversity. We created a free eLearning course for caregivers to support their emotional wellbeing and that of their children and relaunched Self Harm Safe Kits, a resource for anyone wanting to understand, and begin to find ways to manage, self-harming behaviour. The project resulted in the team being recognised at the Genius Within Celebrating Neurodiversity Awards.

With suicide figures rising, the team entered their fifth year delivering Orange Button training, part of the L&SCICB Suicide Prevention programme, raising awareness and building the growing number of Orange Button holders across the region who are equipped to hold conversations about suicide.

96%
of people would recommend
Lancashire Mind
training.

“I was in crisis over ongoing issues at my child’s school. Lancashire Mind supported and reassured me; I now feel clear about how I can best support my child’s mental health. I am very grateful for all the signposting and scenarios to figure out what I needed to do next.”

Jai’s, dad.

The **Marketing Team** launched the Lancashire Mind Talks Podcast, allowing us to have important conversations, reduce stigma and share people's lived experience. We heard from people who've accessed our services and how their lives have changed, people who fundraised for us and from funders of our services. Sunny the Bear, Lancashire Mind's mascot, sponsored by James Hall SPAR, also continued to represent us at events and spread joy!



The **Community Engagement Projects Team** deliver culturally sensitive wellbeing workshops for the South Asian community in Pendle and Burnley, using group-led activities such as cookery classes, to facilitate conversations about mental health, helping people recognise signs of poor mental health. Through these activities people build connections, developing peer support that will continue beyond the project.

Our **CYP Team** is commissioned by Lancashire & South Cumbria NHS Foundation Trust (LSCFT) to deliver peer support, connecting young people with peers facing similar experiences or challenges, to improve their mental health, social skills and wellbeing.



“I’ve been able to understand myself more and find methods and solutions to things I struggle with. I feel better within myself and able to have a focused mindset.”

Supporting Minds: Megan

15-year-old Megan was experiencing low mood surrounding the anniversaries of loved ones' deaths, whilst feeling stressed about upcoming mock exams. She accessed six virtual 1-to-1 sessions with a wellbeing coach who helped her to build a toolkit to identify things she can do to boost her wellbeing. The coach helped her to understand who the trusted people were in her life and supported Megan to work on setting goals for the future and learn about self help techniques.

Following the coaching, Megan felt able to be open and honest when talking about bereavement and less scared to face difficult situations. The coach signposted her to support apps and local services that Megan could use to continue managing her mental health.



90%
of people reported finding it easier to talk about mental health after participating in our **Connecting Communities workshops**, with **100%** feeling more hopeful about the future.



1,400

Hours of support were given to people who accessed the Bridge2Home service.

Get people the help they need

We want to work out where the gaps are in mental health support and act flexibly to support people when, where and how they need it. We know we might not have the best answer for everyone, so we also signpost to alternative services and help people access them.

Our **Housing & Wellbeing Team** help individuals living in Lancashire Mind accommodation to maintain their tenancy, identify strengths and goals, build self-esteem and integrate with their community. We support people to manage finances, claim benefits, access activities in the community, access health services, all leading to increasing their ability to live independently.

Following successful delivery in 2023, our Bridge2Home service continued, supporting people ready for discharge from hospital into appropriate accommodation. We supported 41 people whose admission to hospital was linked to their mental health.

Concerns about finances are one of the leading causes of poor mental health. Our Money & Me service, delivered by the **Community Engagement Projects Team**, targets adults experiencing poverty, helping them to improve management of their wellbeing, resilience and ability to seek support and advice.

Cost and time should never be a barrier to accessing support. Our **Therapy & Coaching Team** provides immediate, affordable, and personalised mental health support for adults across Lancashire. Launching @Therapies in 2024, we offer convenient online sessions, ensuring timely and accessible care for those facing long waits, high costs, or other barriers to accessing services.



Individuals can access a free initial session with an experienced trainee therapist to determine the most suitable therapy option - Wellbeing Coaching, Cognitive Behavioural Therapy, Person-Centred Counselling or referral to other services.

2024 also saw Lancashire Mind commissioned by Blackburn with Darwen Council to deliver a baby loss and miscarriage support service, which is led by staff with lived experience and offers much needed peer support and 1-to-1 therapy.

As well as a wide range of 1-to-1 support for adults, Lancashire Mind's **CYP Team** works with individual children aged 10+ through face to face and virtual Wellbeing Coaching under several projects.



Supporting Minds: Jen

Jen was experiencing sadness and panic after the breakdown of a 32-year relationship when she accessed Lancashire Mind’s Supported Self Help service.

“I tried to go through my GP and waited six weeks with nothing. If it wasn’t for this service I wouldn’t be here. I wouldn’t have coped, it’s so good that this was here when I NEEDED it, when I was in the most dangerous place and it was an emergency. You’ve massively helped me through everything, it’s been amazing. I’ve had bad experiences with services before and this has reassured me that there are good people, it just depends who you get. Thank you so much.”

Key Events

2024 saw Lancashire Mind’s 11th Mental Elf fun run and family event, held in Worden Park, Leyland for the first time after nine great years at Witton Park, Blackburn. The event is led by the **Fundraising Team** but it’s a whole staff team effort. The 400 participants, as well as doing something positive for their own mental health, helped to raise £18,000, almost double our 2023 event total. We’ve shared our Mental Elf concept with the Mind federation and this year 31 local Mind organisations in England and Wales held a Mental Elf event, raising almost £125,000!

5,578

Elves across England and Wales signed up to run or walk a Mental Elf event in 2024

The **Marketing Team** led Lancashire Mind’s first Candlelight Walk on World Suicide Prevention Day in September. It was attended by over 100 people who’ve been affected by suicide. We walked through Astley Park in Chorley at dusk, with everyone carrying a candle in memory of a loved one. It was a powerful show of solidarity, as well as a sobering sight to realise how many people locally have lost a friend or family member to suicide, highlighting the need to continue to focus on suicide prevention.

The **Sales and New Business Team** arranged a full wellbeing day in an education setting to deliver support to young people working closely with the CYP and Training teams.

288

Children and young people accessed coaching sessions in 2024.



Keep getting better

We want to be the best organisation we can be, for the people who need us, and the people who work and volunteer with us. We want to be the go-to organisation for mental health in Lancashire. We constantly reevaluate our services and speak to people to nurture a culture of continuous improvement.

Our **Marketing Team** ensure people across Lancashire know who we are. Without their support fewer people would know about our services, where to access them and how to support the work we do. The team launched a new website in 2024 and have grown social media followers and website users, as well as expanding the events led and supported by marketing.

Lancashire Mind's growth meant that supporting our evolving central costs, which are necessary to allow the organisation to function effectively, is a continuous challenge. One way we have worked on this challenge in 2024 is investing in roles that grew income generation opportunities through sold service, commissions and fundraising.

The **Sales and New Business Team** raise the profile of Lancashire Mind across the county whilst delivering on a strategy to create sustainable

income through our sold services. The team have fostered relationships with key stakeholders, representing Lancashire Mind at networking and corporate events. There's been a particular focus on nurturing relationships with local councils and Blue Light Services and establishing ourselves in regeneration projects through the Preston Partnership.

Without our funders, commissioners, fundraisers and donors, fewer people in need of life changing mental health support would get the help they need. People would face ongoing stigma and Lancashire's mental health crisis would continue to worsen. To sustain our existing offer, we need to raise around £2.5 million per year but we're aiming to grow, to reach more people and have a bigger impact on Lancashire's mental health.

We raise funds through grant applications, government contracts, community and corporate fundraising, with the latter two areas raising unrestricted funds that allow us to address emerging mental health needs and fund work that it's difficult to attract external funding for. Our **Fundraising Team** work with individuals, groups and companies who share our passion for improving mental health in Lancashire and contribute to raising awareness and funds.



Siobhan, ran two miles every hour for 24 hours, raising £2833.50 for Lancashire Mind in 2024.

“The most challenging, yet most rewarding 24 hours I have ever experienced. I am so, so happy I was able to complete this challenge and support so many amazing people who may be struggling just like I have over the last 12 months.”



Our **Operations Team** relaunched Lancashire Mind’s volunteer programme, recruiting people who gave over 1,250 hours of their time to support our work in 2024. This meant we could help more people living with a mental health condition. This year representatives from local companies packed 1,500 self-harm safe kits, whilst over 40 people volunteered to help us run our festive fundraising event Mental Elf. We also started our search for Lancashire Mind Ambassadors, people in our communities that share our vision and values who can represent us across their networks and within their communities.

“I choose to volunteer for Lancashire Mind because it’s my local charity and I believe in their vision. I am very proud to volunteer and want to continue for as long as I can. I’ve gained skills which look good on my CV, and volunteering has helped me get out of the house and given me something to focus on.”

James volunteer for Lancashire Mind for over 10 years.



2,300
hours have been given to Lancashire Mind by James, our longest standing volunteer - thank you James!



RSM UK’s Preston branch, which employs 200 people, took part in a charity challenge ending in 2024 with other RSM branches nationally, raising over £15,000 for Lancashire Mind.

“Lancashire Mind’s work is incredibly inspiring. The fundraising team were great at offering opportunities to raise funds, attended our internal events, and helped us come up with ideas. The fact that the charity made a real effort to work in tandem with us throughout the year made all the difference. It felt like a partnership, and I would say to any business thinking of choosing them as their charity of the year, that the **Lancashire Mind goes on the fundraising journey with you and importantly makes sure you are clear about how your funds will be used and the difference they make.** It was RSM’s pleasure to raise funds for Lancashire Mind and work with the team.” Karen Musgrave, Office Managing Partner



Celebrating success

In 2024 Lancashire Mind were recognised at the Local Mind Excellence Awards.

Winning the Environment Award, Board of Trustees Award and being Highly Commended in the Strategy Award.

There are over 100 local Minds and the awards recognise effort, determination and impact of local Minds in their communities. The awards are based on displaying hallmarks of excellence; expertise, vision, creativity, courage and commitment.

We couldn't win awards like this, if it wasn't for our amazing staff team. Each year Lancashire Mind recognise the efforts of the team through the Values Awards. Team members are nominated by colleagues in each of the four values categories: Bold, Open, Real and Caring. Our values are at the centre of everything we do and team members are celebrated for embodying them throughout the year. We also have an award for the team who encapsulates all four values.

Whilst these awards recognise outstanding achievement, it's important to note that we are very proud of and grateful to everyone in our Lancashire Mind family. They all display passion for our cause and are dedicated to improving mental health for the people of Lancashire. We couldn't do what we do without all of you, thank you!

“The aspiration of excellence runs through Lancashire Mind. It can be seen in its approach to deliver services, lead its teams and to enter partnerships which will progress its work in supporting people with their mental health.”

**Michelle O’Neill-Kiddie,
Network Reviewer, Mind.**



2025

2025 marks a monumental milestone for Lancashire Mind as we celebrate 25 years of delivering life-changing mental health support across the county. Throughout 2025, we'll embark on a year-long anniversary campaign to not only reflect on our impact but to rally our community for the work still to be done.



Thank you!

To all the organisations that have provided funding to support the delivery of Lancashire Mind services.



And thank you to all the businesses that have chosen to support Lancashire Mind through donations, sponsorship, volunteering and campaigning.

- | | | |
|---------------------------------|---|--|
| Actemium | Fuuse | Penwortham Town Council |
| Albert Harrison & Co Ltd | Gallico Lounge | Pierce Business Advisory and Accountancy Group |
| Asian Media Awards | Garstang Soroptimists | ProHealth Chiropractors |
| Archbishop Temple High School | GLS Send Ltd | Province of West Lancashire |
| Athletico Warton | Granby | Freemasons (Chorley & Leyland Group and Preston Group) |
| Beaverbrooks Charitable Trust | HMP Garth | Rivington Brewing |
| Birchall Foodservice | Hope High School | Roumiz Events |
| Black Bull Longton | James Hall & Co SPAR | RSM |
| Booths | JMO Creative | Shine for Sian |
| Busy Bodies Nursery Euxton | Kingsley Asset Finance | Stortec |
| Chorley Football Club | Lancashire Business View | Teddy Towers Nursery |
| Chorley Panthers | Lancashire and South Cumbria ICB | Tesco |
| Complete. | Lancashire & South Cumbria NHS Foundation Trust | TK Maxx/Homesense |
| Currys, Capitol Centre | Lancaster Golf Club | Training Works |
| Essential Industrial Services | Leyland Trucks Helping Hand | Turton Young Farmers |
| Farmhouse Biscuits | Marsden Rawsthorn | Wheels Up North |
| Financial Options Group | Nybble | Zebra Technologies |
| Forbes | PAR Group | |
| Future Foundations for Dyslexia | | |

Thanks to the judges of the Red Rose Awards, BIBAs and Genius Within for recognising our achievements and selecting us as award finalists in 2024.



BIBAs Community Business of the Year Finalist



Genius Within- Inclusion Project of the Year Highly Commended



Red Rose Awards-Not for Profit Finalists



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Search 'Lancashire Mind Talks' on Spotify
or Amazon Music and join the conversation



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