

Summary Information Return 2011 (Online)



Summary Information Return 2011

This return is intended to comprise a summary of key information contained in the Trustees' Annual Report and accounts and in other documents.

All this information will be made public - P

NORTH STAFFS MIND

Charity number: 700788

Financial period end: 31 March 2011

Submitted on 21 October 2011

This online version of the form shows the information you have entered through Annual Return 2011 Online and has been designed to make it easier for charities to print.

This Summary Information Return was submitted online by MS KAREN WILSON on 21 October 2011. You do not need to send us a signed copy.

Question 1 - The charity's aims

What are your charity's aims?

North Staffs Mind aims to create a better life for everyone with experience of mental distress, primarily in North Staffordshire. We do this by providing high quality, innovative and accessible services in the areas of counselling, supported housing and day opportunities such as social support groups and befriending/mentoring - our services complement and offer alternatives to statutory services.

Question 2 - Who benefits?

Who benefits from your charity's work?

Adults with severe and enduring mental health issues.
Adults with mild to moderate mental health issues.
Children and young people with mild to moderate mental health issues.
Parents and families experiencing mental distress.
Other voluntary organisations and statutory services (through training activity).

How do you respond to their needs and how do they influence the charity's development?

Services are developed in response to stated needs. Recent examples include increased staffing levels for the Adult Counselling Service to reduce waiting lists, the opening of a new Younger Mind service in Newcastle and a Big Lottery Fund application to address parental mental health issues (Parents in Mind). We consult regularly through events and questionnaires about gaps in services and unmet need, encouraging clients to complete evaluation forms when they exit our services, annual customer satisfaction surveys of the Housing Service, service user forums and a contact form on our website (www.nsmind.org.uk). We have strong working relationships with other organisations in the sector and develop work in partnership where relevant.

Question 3 - The charity's strategy

What are the key elements of your charity's medium to long term strategy?

To provide a range of person-centred, professional and responsive services and work to achieve relevant quality/service standards.
To develop governance and management systems to support the delivery of our services.
To build on the charity's core strengths to deliver better and more effective services.
To improve internal operations such as finance and information management functions.
To engage in relevant strategic partnerships and develop strong working relationships with other providers to ensure that our services complement other provision.
To recruit, train and support volunteers to enable us to deliver services to our client group and meet the demands of future service provision.
To raise awareness of mental health issues in North Staffs more widely by providing training activity and occasional conferences.
To maintain the upkeep of our premises and housing stock to ensure that we deliver services from accessible, safe and welcoming facilities.

How does your charity measure the success of the strategy?

Our annual plan sets out our priorities and targets for the coming year and developments that contribute to the medium to long-term strategy. Trustees are provided with regular updates on progress at their bi-monthly trustees' meetings. Trustees and senior managers attend annual strategic planning away days. We implement various outcome tools within services to capture improvements for clients/service users as a result of them using our services.

Question 4 - The charity's objectives and achievements

What were your charity's main annual objectives and were they achieved?

Objective	Achievement
To secure BACP (British Association of Counselling & Psychotherapy) service accreditation for the full range of counselling services we provide to adults, children and young people.	We were informed that we had been successful in achieving BACP service accreditation in April 2010, thus becoming only the second service locally to achieve this status and one of a handful of Local Mind Associations across the country.
To secure funding for a new service offering support to parents with mental health problems, in the absence of any other local services meeting the emotional needs of this client group.	The Big Lottery Fund confirmed in January 2011 that we had been awarded £496,248 for Parents in Mind over a five year period to support a team of 4 counsellors working on parental mental health issues.
To continue to deliver our community based activity (social support groups and befriending/mentoring service) in Newcastle-under-Lyme borough.	In partnership with Brighter Futures we were awarded a three year contract from April 2011 to roll out a new day opportunities service for people with mental health issues in the borough.
To deliver the TaMHS initiative, a one-year national government programme, aimed at improving Stoke-on-Trent schools' provision for and understanding of children's and young people's mental health.	11 of the 12 schools remained fully engaged. 88% of staff trained had improved knowledge, skills and confidence in their ability to recognise mental health issues. 76% of children across the 11 schools said their enjoyment of school had improved.

Question 5 - The charity's income and spending

What were your charity's most significant activities during the year and how much did it spend on them?

Charitable activities	£ 000s
Children and young people's counselling services	520
Adult counselling services	337
Supported housing service	230

What were your charity's three main fundraising activities in the year and how much did each generate and cost?

Fundraising activity	Income generated £ 000s	Cost of activity £ 000s
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Not applicable	0	0
Not applicable	0	0
Not applicable	0	0

Question 6 - The charity's financial health

How would you describe your charity's financial health at the end of the period?

At the end of the period North Staffs Mind was in strong financial health and the free reserves figure was approx £164,000 (representing 13% of turnover). Provision has also been made within the accounts to invest in a number of service improvement/development activities in the coming year and enhance staffing provision for various aspects of the counselling service to meet increased demand in the current economic environment.

Question 7 - The next year

How will the overall performance last year affect your charity's medium to long term strategy?

Overall performance in 2010/11 was good, particularly in relation to collaborating with like-minded organisations on new areas of work, attracting funding for new services, and achieving external service accreditation for our counselling services. All these developments contribute to our medium to long term strategy and place us in a strong position for the challenges which voluntary sector providers will face in 2011/12.

What are your charity's main objectives for next year?

To secure ongoing contracts/funding for a number of our core services which will be tendered during the course of 2011/12.

To achieve Level 2 of Quality Management in Mind, the Mind quality assurance system by the end of the financial year.

To set up the new Parents in Mind and Newcastle day opportunities services.

To continue to raise the profile of North Staffs Mind and further develop opportunities for partnership working with other agencies.

Question 8 - The charity's governance

How does your charity ensure that its governance arrangements are appropriate and effective?

The Council of Management (board of trustees) meets 5 times per year and sub-committees report to the board of trustees on financial, human resources, quality and risk management issues. All trustees are provided with an induction pack and training. Annual Strategy planning days are held with senior managers. Presentations to the Council of Management on national strategy and development are delivered by the Chief Executive. There is a review of trustees' performance once every two years which feeds into board succession planning.

Question 9 - Further details

Further details on all the answers given in this Summary Information Return can be obtained from:

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Website: www.nsmind.org.uk
Documents available: Annual Review, Annual Accounts, Strategic Plan.

Declaration

This Summary Information Return was submitted online by MS KAREN WILSON on 21 October 2011, telephone number 01782 262100.

MS KAREN WILSON certified online that:

- the information provided was correct
- it had been or would be brought to the attention of all the trustees

Those who give answers that they know are untrue or misleading may be committing an offence.

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