



Registered charity (no. 701982)

Supporting people with their
mental health to live positively
and independently

The Cellar Trust

Impact Report

2021-22



The
Cellar
Trust

Virgin
MONEY
PATRICK
#WeRunTogether
44031
M WAVE 3 BAG 598

new balance

Table of Contents

03

Introduction

04

Our strategy

05

Our communities

06

Impact

08

Our team

10

How we help

24

Data

25

Our work and impact

27

Our staff and influence

30

Shipley Town Fund

31

Our supporters

32

Finance and Fundraising

Introduction

Kim Shutler, CEO, The Cellar Trust

It has been another busy and challenging year for The Cellar Trust. Of course, even as I write, we know that Covid has not gone away. We face ongoing and new pressures, both for the organisation and the people we serve, in the external environment including the cost-of-living crisis. It has impacted on all of us in different ways... all in the same storm, not all in the same boat.

This has meant that we have had to navigate returning to a new version of 'business as usual', with the difficulties and benefits of hybrid working, increased demand on our services at the same time as implementing some big changes and fabulous new provisions. It also means that we move ahead, after a very tiring two years into a period which will continue to test our resilience.



I say though, with great pride, that our team are exceptional when it comes to weathering the storm and we move into the coming months as a strong organisation with a brilliant values-driven culture. These things make all the difference in challenging times.

A handwritten signature in black ink, appearing to be 'K. Shutler', written in a cursive style.



Our strategy

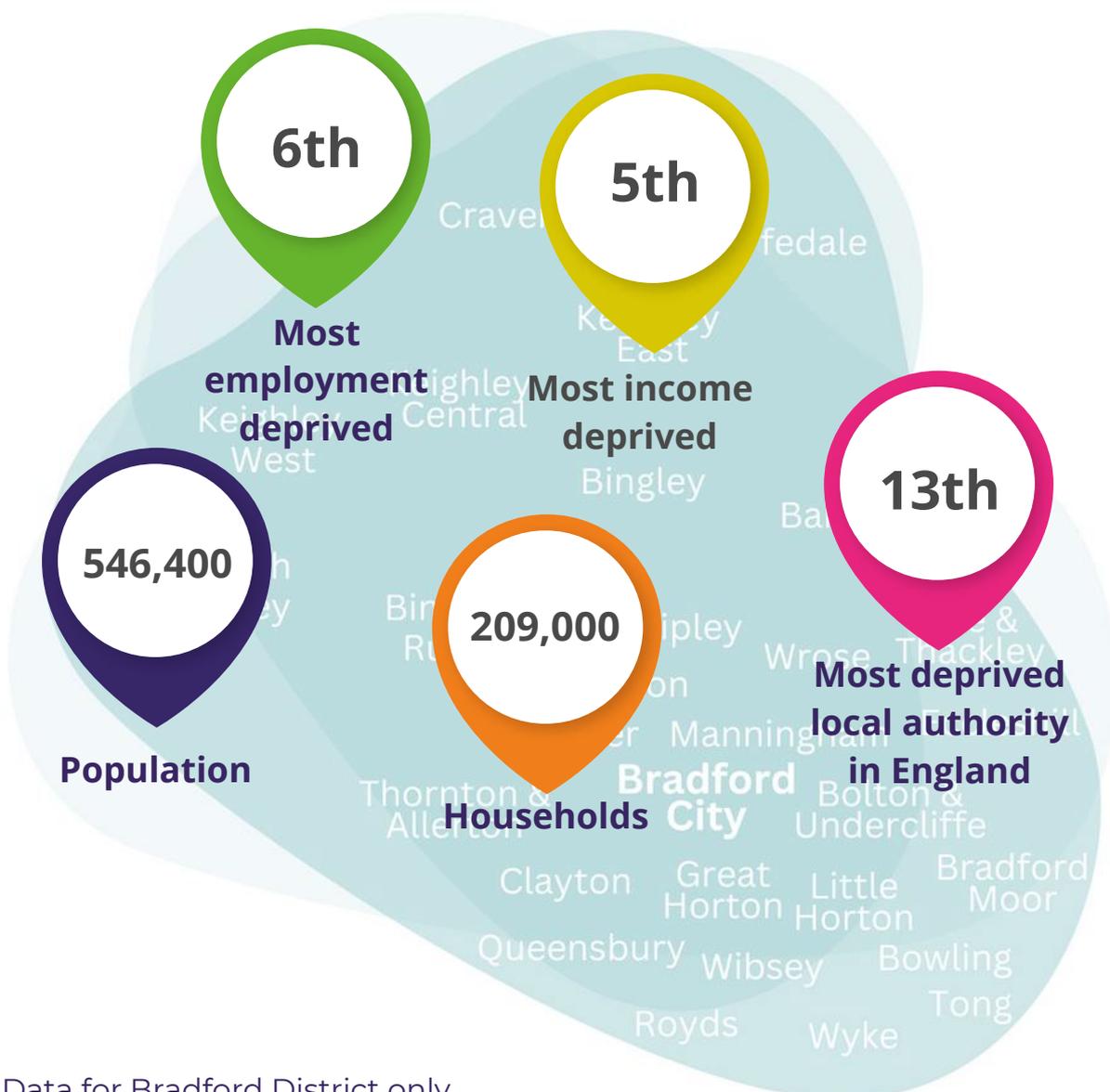
2022-25

<p>Our Vision</p>	<p>To provide accessible mental health support for people when they need it the most</p>				
<p>Our Mission</p>	<p>To work in partnership to give people the support they need with their mental health, so that they can live positively and independently, and build their own brighter future.</p>				
<p>Our Strategic Goals</p>	<p>We will improve, develop and expand our support for people on their journey into employment</p>	<p>We will deliver personalised support for people in emotional distress</p>	<p>We will develop a new therapy service for The Cellar Trust</p>	<p>We will further develop our training and digital offer</p>	<p>We will continue to develop as a thriving, sustainable and impactful organisation</p>
<p>Our Key Principles</p>	<p>We will reach more people and make it as easy as we can for them to access our services</p>	<p>We will champion lived expertise and peer support</p>		<p>We will use our expertise to influence mental health services, policy and strategy</p>	
<p>Our Values</p>	<p>Respect</p>	<p>Hope</p>	<p>Dedication</p>	<p>Continuous improvement</p>	<p>Partnership</p>

Our Communities

and the wider climate

The Cellar Trust works across Bradford District and Craven to promote, protect and safeguard the good mental health and wellbeing of those who live and work in the area.



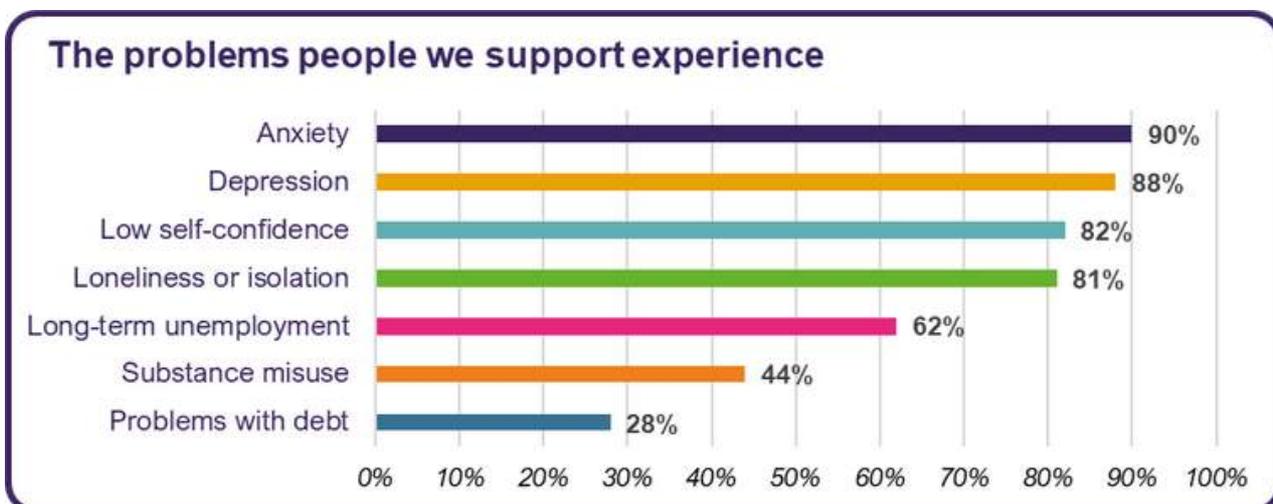
Data for Bradford District only



The impact

Health issues and inequalities in Bradford District are amongst some of the highest in the region, and indeed the country, when compared against national averages.

In addition, the rural area of Craven means that people experience different but challenging issues in terms of their mental health and ability to access support. It's perhaps no surprise then that, the main challenges reported by those accessing our services, were anxiety, depression, low self-confidence and loneliness/isolation.



Data taken from our client surveys

Our clients told us what it's like to live with mental health problems, and in particular, with the impact of COVID-19.



”

“Everything felt like it was too much for me and I couldn't see a way out.”

”

“I couldn't cope with living alone and working from home. My depression and anxiety soared and eventually I lost my job.”

”

“COVID was a trigger that resulted in me being sectioned – I became a virtual hermit.”

”

“I felt totally alone and suicidal.”



Our team

and the values we live by

We are a 100+ strong team now and our aim is simple. We are working towards a future where good mental health and wellbeing is prevalent across the Bradford District and beyond.

We work hard to provide accessible support, across the Bradford and surrounding areas, to help people achieve and maintain good mental health and well-being. We do this by living our values.

They are not just words on paper, they run through our organisation and they guide our every decision in the short term, and when planning and making decisions that will lead us into the future.



Respect

We are all different but equal, we value and respect each other, we will not tolerate discrimination or stigmatisation.



Dedication

We are passionate about our work and go the extra mile, we are committed to what we do and how we do it.



Hope

We believe in people, we don't give up, we believe in brighter futures for all.



Continuous improvement

We build on strengths and believe things can always be better, we promote independence, we are relentless in our quest.



Partnership

We believe in great team work, we believe in partnership and integration.



The
Cellar
Trust

Entrance

Welcome
This way to our main reception
and cafe.
Cafe opening times:
10am - 3.30pm
Monday to Friday
For your safety and our protection
please wear your face mask
at all times.

How we help

those who need us

The range of client needs that we support is wide and varied, therefore, so are our services.

We supported 7,798 people in 2021-22 to address the challenges they faced with their mental health, through one of more of our services.





Haven

Haven, our crisis support service, continued to deliver peer support to those who needed it most. During COVID-19 we saw an increase in the number of sessions needed by each person, from from 1-2 sessions to up to 10.

An alternative to attending A&E departments, Haven delivered peer support from staff with their own lived experience of mental health problems.



Haven funding came to an end in June 2022, but we were successful in our joint bid for the Safe Spaces contract with Mind in Bradford, which builds upon our strengths and successes and works with partner organisations to deliver support across our communities.



"The support from Haven has been fantastic, I have used them a lot recently. Other services don't offer the Follow Up call the next day, Haven do this and it really helps."



Peer support

In 2021-22, the majority of our client facing staff were peer support workers, or had lived experience as a crucial part of their role.

Most of our clients felt that talking to someone with direct, personal experience of mental health problems helped them to feel listened to.

Through training, supervision and reflective practice, our peer support workers draw upon their own expertise to deliver mental health support to clients on a one-to-one basis and in group settings.

As well as our staff, we trained 210 people to be peer support workers through our OCN Level 3 accredited Peer Support training. We further developed our offering and now deliver Peer Support supervision on an external, consultancy basis. We continue to follow national best practice, ensuring our peer support work is delivered in a safe and effective manner.

Peer support group sessions

114

Group attendees

365



96%

of clients said that peer support was an important element of their experience

Winning The National Positive Practice in Mental Health Award for Peer Support 2022

MAST

Multi-Agency-Support-Team



**Mental Health
Peer Support**

**Alcohol
Support**

**Frailty
Support**

**Specialist social
prescribing**

MAST offers non-clinical support in the hospital setting, helping people to access the right support at the right time, in the right place. We work in partnership with other local charities to deliver the MAST service, meaning we reach greater areas of need and offer specialist support to those who need support with their mental health, are at risk of substance misuse, experience frailty, and/or have complex social needs.

Hospital Support

- Brief interventions, signposting and referring to other services
- Present in A&E and relevant adult wards
- Successful collaborative working with other teams at hospital
- Focus on frequent attenders

”

Over 85%

of patients reported they had not attended A&E again with their original issue

**Screened and
assessed**

2,662

**Sessions
delivered**

3,756

**Referrals to
community
support**

1,156

Hospital figures April 2021 - March 2022

Community Support

- Follow up call within 24 hours after discharge
- Holistic support in the community (e.g. combined mental health and alcohol)
- Multiple referrals to appropriate long-term support
- Focus on avoiding readmission

Support sessions delivered

1,809

Referrals made

912

Client satisfaction score out of 5

4.9

Community figures May 2021 - April 2022



Alongside our partners we won the Regional Award for Urgent Care in the NHS Parliamentary Awards for the MAST Service

”

“Thank you, I never thought I would say these words but Thank You for saving my life, I’ve got hope and I now want to live and don’t think of death every day.”

Training and resources

for good mental health and wellbeing

Our training gives people and organisations the skills and tools to better understand and support mental health.

This might be about an individual learning more about their own mental health, how to order to support a friend, colleague or family member, or developing the skills to better support and manage people in the workplace to promote good mental health, or to help those who might be struggling.

In 2021-22 our training team:

- Developed more training courses including trauma informed practice and wellbeing at work
- Continued to develop our training platform (livingwell.training)
- Extended our delivery into supporting the West Yorkshire Partnership (ICS) Staff Wellbeing Hub
- Secured the contract for West Yorkshire Police



”

"I found this training excellent, I really enjoyed the opportunity to speak to other leaders and share experiences'

”

"I could honestly say that without The Cellar Trust I do not think I would be in the position I am today. The Cellar provides not only great training and opportunities to do courses and learn new skills, they provide consistency, support and a place that you can go to where you feel welcome and that you matter."

”

"Literally just wanted to thank you! I am just loving the course! I am benefiting so much from the course and the e-learning access is just ideal to fit into my busy schedule. Thank you!"

Home Courses About



Assertiveness



Being Well in Adversity



Complex Mental Health



Conflict Resolution



Change



Mental Health Awareness



Pathways to employment

In 2021-22 our Pathways to Employment service met an increased demand from people furthest from the job market, with severe or enduring mental health problems and regular periods of crisis. These clients typically experience multiple barriers to work.

The impact of COVID continued in 2021-22 was that many of our clients deteriorated significantly in their mental health (including those previously job searching) and our referral rates more than doubled.

Increase in demand met

26%

Sessions delivered

3,990

People supported

497

We met the increase in demand:

Delivered 50 self-development and employability courses with 190 attendees

50 clients gained or retained employment

Clients reported an average increase of 87% in their well-being scores.



The Cellar Trust

“I have come a long way during my time with you, and I am looking forward to the future in a way that seemed impossible a few years ago.”

Our long-standing European Structural and Investment Funds (ESIF) came to an end in June 2022.

What was the impact of losing this funding?

We were able to secure replacement funding for one worker to focus on pre-employment support.

HOPE

**Person centred
non-clinical
peer support**

January 2022 saw the launch of HOPE.

Delivering one-to-one peer support in 6 or 12 week blocks, for clients who frequently attend urgent care services or have a history of trauma.

This service was developed as a result of feedback from the people we had supported in our crisis service as well as our colleagues.



”

“The support has been invaluable and genuine, I feel like I finally have some fight back within myself.”

We delivered

347

of support sessions in the first two months

One year's COVID funding from:



Three years funding from:



”

“I would have been in a mess without the support from the HOPE project, it has saved my life.”



PARENTS ONLINE

2021-22 saw the development and creation of Parents Online, a new service launched in response to feedback around the lack of accessible support for parents.

Parents Online is an online messaging facility, offering free, confidential, peer support.

Originally operating two nights a week, this later increased to five weekday nights after funding was secured from The Morrisons Foundation. The funding for this service came to an end in October 2022 and is now being led by All Stars, although we remain a key delivery partner.



Over 900 UK families have been supported during this period



'Thank you so much. You are the only one person who really help me. I was looking every day and all people was saying we can't help you.'



Co-production

Working closely with, and listening to, the people we support has always helped shape our culture and services.

In 2021-22 we developed our three-year co-production strategy, formally recognising and building upon this important work. We have recruited paid client consultants, and meet monthly to gain valuable insight and input into our work and future plans.

”

"Being a client consultant has enabled me to achieve a great sense of belonging and importance, along with knowing that my views are being listened to and valued."

”

"I'll always be grateful for being part of this amazing co-production initiative it means the world to me and helps me to cope with feelings of despair."



Our smaller projects

”

“I feel like I have a safe space to talk about my daughter and how it has affected my mental health. This has been a God send to have alongside working on my drink & drugs problems. [My worker] has put me at ease since day one and I am truly thankful for her support.”

Keighley Pathways

A decline in mental health and substance misuse can sometimes go hand in hand. The introduction of a part-time dual diagnosis support worker, based at Project 6 as part of the multi-agency Keighley Pathways service, acts a bridge between drug and alcohol services and mental health services.

Wharfe Valley Pathways

Wharfe Valley Pathways is a new small multi-agency service working with Project 6 and Keighley Healthy Living. Since we joined the Wharfe Valley Pathways service in November 2021 we have secured a small amount of funding enabling us to deliver one-to-one mental health support and signposting, complimented by peer support and self-development groups.

SMI(LE)

We work in partnership with Mind in Bradford to support people with a Severe Mental Illness (SMI), building on learnings gained during COVID. SMI(LE) supports the Community Mental Health Teams and people who are currently with a Care Coordinator but require some further support. We employ one part-time member of staff to provide 6 weeks of peer support.



cafe

Our community cafe continues to provide a warm, welcoming space to our visitors, clients and staff.

We have redeveloped our business model to address the lingering effects of COVID on footfall.

We have been able to support three young people through the governments Kickstart programme, we have a range of volunteers working with us each week and we continue to trial creative ideas.

Our cafe is an important access point for our organisation as it brings a diverse group of local people into our building who may not normally come into a mental health focused building.

We have also hosted events to invite local people into our building to create a welcoming and local option for people looking to meet people.



Data

Following support from the Stone Family Foundation, we have been able to establish a new programme of work aiming to improve our collection, quality and use of data and insight across the organisation.



Starting in November 2021, the focus in this period has been reviewing our data strategy, implementing new standardised systems and upskilling within the staff team with an overall aim to make improvements to service.



Our work and impact

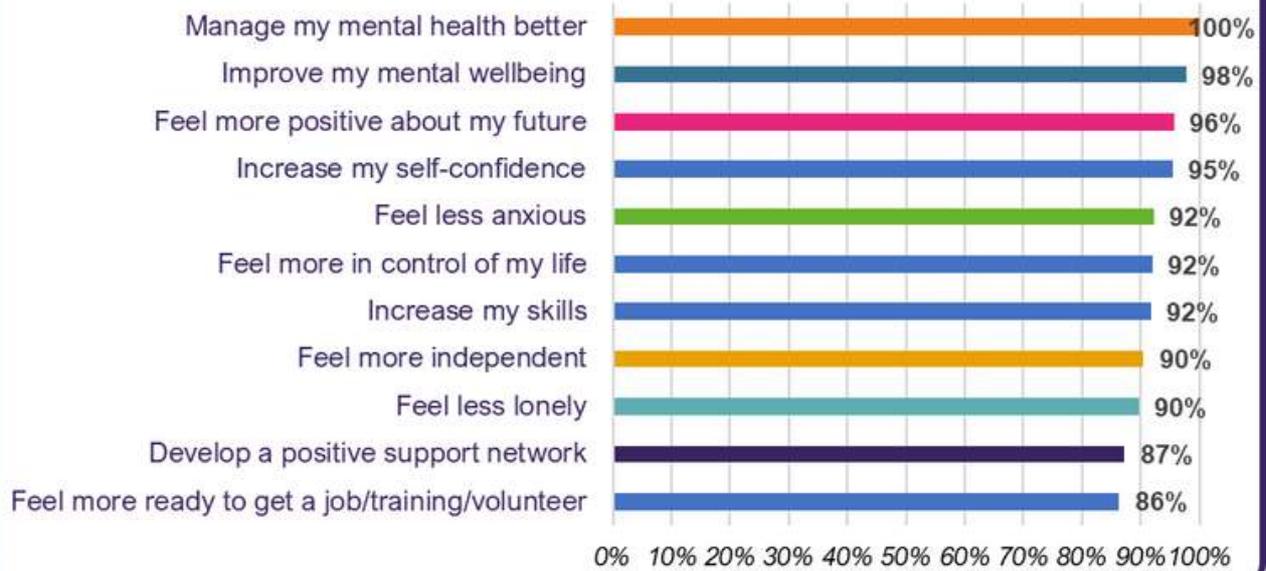
We're people focussed, and we're focussed on getting the best outcomes for those people.

For some that will involve a brief intervention, for others it will be longer term support, and for some it will be a combination of our services. For all, it's a move towards a brighter future.

When appropriate, we ask clients to feedback how they feel after accessing our services:



How clients felt after accessing our services



Our staff and influence

in Bradford District and beyond

The Cellar Trust is proud of its heritage and standing within the communities we serve and beyond.

We can only achieve what we do because of our staff and volunteers, some of whom have grown with us, some of whom have recently joined us and some of whom were previously clients. Our people add to the richness of our organisation, and ensure we remain connected to Bradford District and beyond.



As an organisation we believe strongly that we can sustainably impact on the mental health of people in our communities both through direct service delivery, and through using our experience to influence wider service design, policy and strategy.

“Love working for the cellar and I love my client facing role. Working with clients has been an honour and I have loved every moment of my role.”

“Everyone is listened to and no one is judged. I think the underpinning values are brilliant.”

“My favourite thing about The Cellar Trust is working with such a great team of people who are so friendly and inclusive.”



Ms Shutler with the Duchess of Cambridge



Charity Times announces sector's 'pandemic pioneers'

This year our CEO was identified as a Charity Times Top 20 Pandemic Pioneer and awarded an MBE for Services to Mental Health in the Queen's New Year's Honours 2021.

Kim Shutler has continued to play a prominent position in the Bradford District and Craven Voluntary and Community Sector and, until March 2022, remained the Chair of the VCS Assembly which included representing the sector on the Wellbeing Board, Health and Care Executive and latterly the Partnership Leadership Executive.

Kim was Senior Responsible Officer for Suicide Prevention for the West Yorkshire Partnership (Integrated Care System) from November 2021 to September 2022.

“As well as leading, as its CEO, The Cellar Trust (which is itself a key partner within the Bradford District and Craven Health and Care Collaborative), Kim, through her membership of the Act as One Partnership Leadership Executive has been the constant voice of the wider VCS sector as we have evolved into a highly functioning placed based leadership team. We are a better partnership for having her as an essential member of our core team.”

Professor Mel Pickup, CEO Bradford Teaching Hospitals NHS Foundation Trust & Place Based Lead Bradford District and Craven Health and Care Partnership

During this period Deputy CEO, Heather Tattersall, has been the Co-Chair of the Bradford District Suicide Prevention Group, also representing Bradford on the West Yorkshire Suicide Prevention Oversight Group. Other colleagues in the Leadership Team have continued to play an active role in local and regional mental health work.

locality

power of community



This year The Cellar Trust won the Locality Transforming Lives Award in 2021 for our response to COVID

Shiopley Town Fund

Following a joint capital bid submitted with partner organisation HALE to the Shiopley Town Fund (government levelling up funding) to establish an integrated health and wellbeing hub in Shiopley, we have been successful in being awarded a £3 million capital development grant. This will lead to the redevelopment of the Farfield Road premises beginning in the Autumn of 2023.



Our supporters



Finance and Fundraising

We've had a successful year both in terms of renewing or winning new contracts for service delivery and securing new grants for service innovation and development.

In particular, enhanced funding from national COVID support grants has greatly supported our work in this period. This has also enabled us to extend our partnership working, acting as a Lead Provider for other smaller and grass roots organisations.

Support from Trusts and Foundations allows The Cellar Trust to deliver a range of work which would not be supported through statutory funding.

This year we were able to secure:

12 grants raising
£480,638

for 2021/2022

An additional
£346,042

over next three financial years.

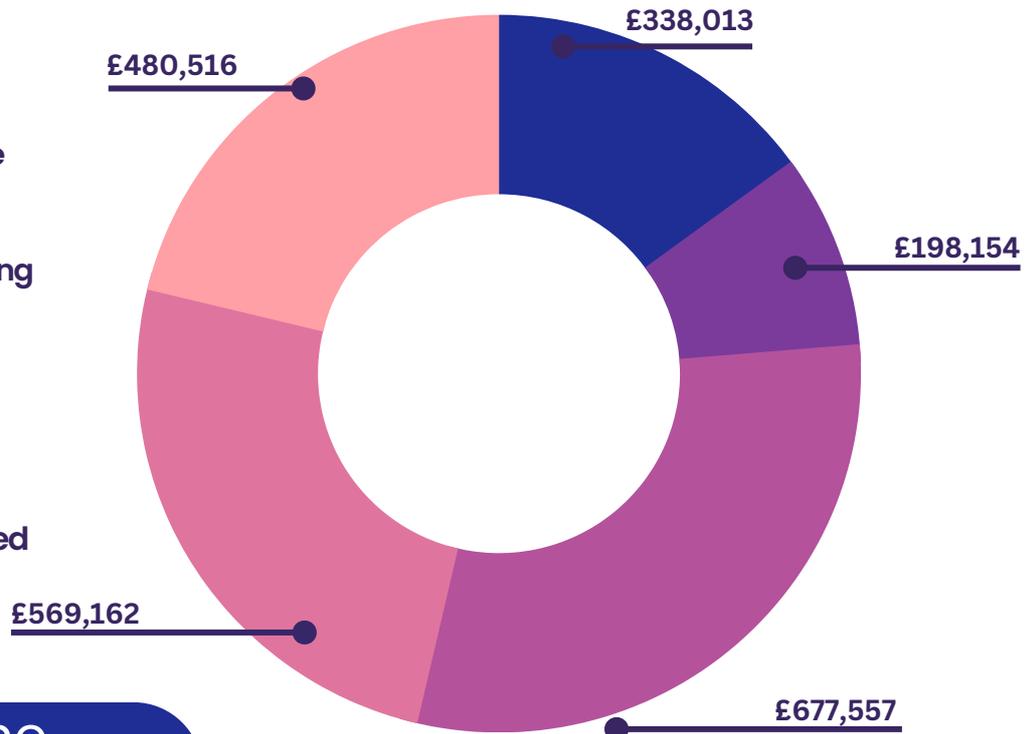
Corporate and community fundraising has proven to be far more challenging this year.

Thanks to the support of local people and businesses we were able to raise

£23,000

Income 2021-22

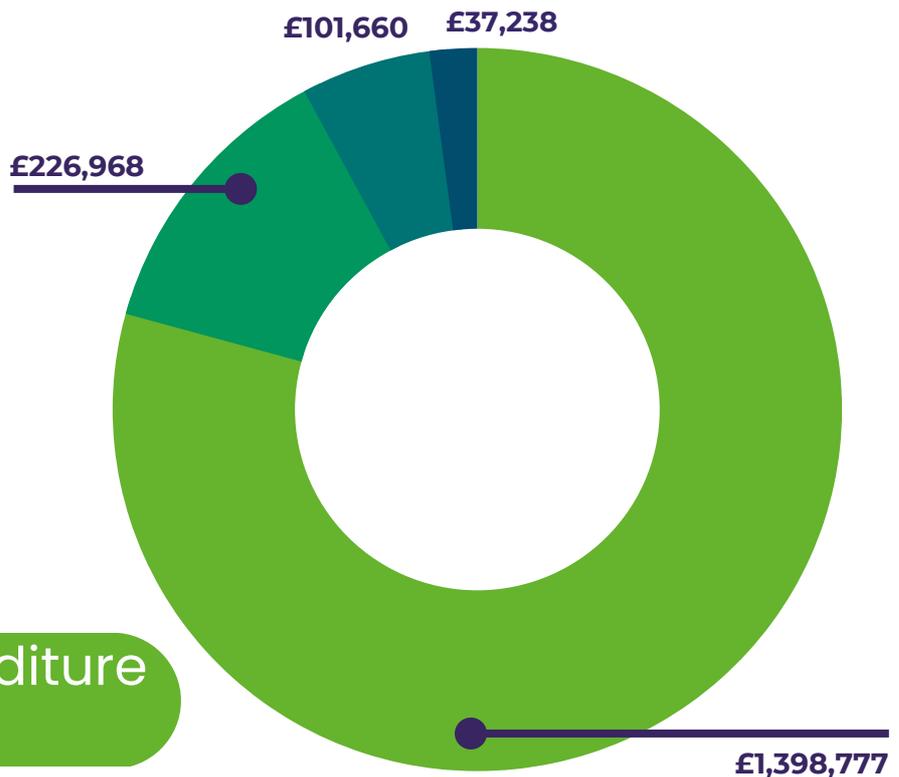
- Bradford Council
- Bradford District Care Trust
- Clinical Commissioning Group
- Fundraised Income
- Grants and generated income



Total income
£2,263,402

Expenditure 2021-22

- Charitable Activities
- Management and development
- Raising Funds
- Governance



Total expenditure
£1,738,177



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Supporting people with their
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