

A woman with dark, wavy hair is smiling at the camera. She is wearing a dark blue jacket and a grey and gold patterned scarf. Her right hand is resting near her chin, and she has a henna design on her palm. In the background, a man is visible, gesturing with his hands. The setting appears to be an indoor gathering.

# Impact Report 2022-23





Impact summary 2022-23



Support sessions available 365 days of the year



11,813 people accessed our services



24,500 support sessions delivered



221 people trained in Peer Support, Level 3



2,963 people learned new skills to better manage their mental health and support others

After accessing our services, clients reported:



96% felt supported and listened to



97% would recommend us to others



88% felt their wellbeing improved

Including services delivered in partnership with other organisations.



Contents

- 4 Foreword
- 6 Partnership working
- 7 Our system leadership
- 8 Our impact
- 10 Pathways to Employment
- 12 Multi-Agency Support Team
- 14 Haven and Safe Spaces
- 16 HOPE
- 17 Reach
- 18 Trust Therapies
- 19 Training
- 20 Peer Support
- 21 Our smaller services
- 22 Other areas of work
- 26 Shipley Towns Fund
- 27 Income and expenditure



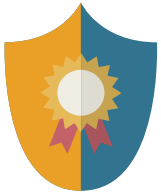
# Foreword

CEO, Kim Shutler MBE

This has been another great year of change, development and challenge for us. Like many organisations, we have felt the lasting impact of the pandemic and whilst many aspects of COVID-19 have subsided, the effect on mental health certainly has not. The backdrop of the cost of living crisis has a significant impact on the people we support, our colleagues and the organisation as a whole. We have seen increased referrals, increased levels of distress and increased complexity in terms of the social and economic barriers people are facing. Some of these elements are exacerbated by the similar challenges experienced by our partners in the statutory services as we are often the place people turn to when they cannot access support elsewhere.

In the summer of 2022, we were delighted to welcome two smaller, well-established local counselling charities into The Cellar Trust. We have now established Trust Therapies, our services dedicated to providing counselling support and student placement opportunities to the next generation of therapists. We secured a new contract with Bradford Council to deliver Reach, our goals focused mental health support for people with severe mental illness. Both of these exciting developments have helped to grow our mental health and well-being offer and will provide a great springboard for future work.

We continued to focus on equity, diversity and inclusion – particularly in terms of increasing our reach into the diverse communities we serve. We have built on our partnerships and continued to develop models of delivery which are close to where people live. This is incredibly important to us given the ever-widening health inequalities.



NHS Parliamentary Award Regional Winner for Excellence in Emergency Care, July 2022  
National Positive Practice in Peer Support Services category of the Mental Health Awards, October 2022  
GSK IMPACT Awards Winner, 2023

At the same time, whilst additional funding was made available during the pandemic, much of this came to an end at the end of March 2023. This has also coincided with increased demands and rising costs. Unfortunately, these are issues which we anticipate will continue for us alongside so many other colleagues in our sector.

We were humbled and proud to win a GSK IMPACT Award this year. To be selected as one of only ten charities, out of over 400 applications, really did put the icing on our cake. To receive such recognition of our work and to be able to celebrate our colleagues for the amazing work they do every day of the year and highlight the impact it has, truly has meant so much to us all. I am incredibly grateful to colleagues, volunteers, supporters and funders for everything they do.



Kim Shutler MBE, CEO



If you want to go fast, go alone.  
If you want to go far, go together.  
Robert Jones Gunn



# Partnership working

Everything we deliver is in close partnership with both statutory and Voluntary, Community and Social Enterprise Sector (VCSE) organisations. We have colleagues based in both acute hospitals and we deliver peer support supervision to NHS trusts nationwide. We now co-locate with Community Mental Health Teams and GP surgeries and we work closely with West Yorkshire Police at each of their district headquarters. We also work in community centres, Job Centres and educational settings.

As we grow in size, we are increasingly playing a Lead Provider or mental health anchor role, which means we deliver a co-ordination and capacity building role working with other local VCSE organisations.

All new contracts or grants have been designed on the basis of working collaboratively and bringing in different VCSE partners.

## 2022-23



Total Income £3,132,954



22% of total income distributed to local VCSE organisations



29% of statutory income distributed to local VCSE organisations

Partnership and integration are woven through everything we do. We firmly believe that, although it isn't always the easiest path to take, it is the best one.

We're passionate about partnership and integration because:

- 1 Being passed between services and organisations can lead to a poor experience of care and even make people's mental health worse.
- 2 People do not fit into neat boxes. They often need multiple specialist services to support them with different aspects of their lives. Multi-agency and sector services allow a more holistic approach to be taken.
- 3 Working in partnership with other specialist grass roots organisations helps us to build relationships with people and communities which we are traditionally poorer at reaching. We can bring together our different skills and strengths to deliver better services. It also helps us to gain insight to improve access to our services.
- 4 We can complement the way statutory services are delivered, achieving better outcomes collectively and offering innovative and impactful solutions into the wider health and care system.
- 5 Working closely with statutory services and partners allows us to influence service design, policy and strategy beyond The Cellar Trust.

# Our system leadership

This year, as well as contributing at a local level, we have further developed our work at a regional level. Our CEO, Kim Shutler, was appointed as the Voluntary, Community and Social Enterprise Sector Lead on the West Yorkshire Integrated Care Board, and Senior Responsible Officer for the West Yorkshire Partnership Power of Communities Programme. Our Deputy CEO, Heather Tattersall is the Bradford VCSE Lead for the West Yorkshire Suicide Prevention Programme and Co-Chairs the Bradford Suicide Prevention Group.



The Power of Communities Programme, led by Kim, ensures that we are focused on issues affecting the sector and the contribution the sector makes. Our reports on the Power of the VCSE and the State of the Sector have led to improved working and some investment. Kim plays a leading role in our Partnership, including on the Integrated Care Board. Kim advocates for the sector in all of our governance meetings. She has led sector specific sessions at the Board and is a strong voice in all of our decision making.

Rob Webster  
CEO, West Yorkshire Integrated Care System





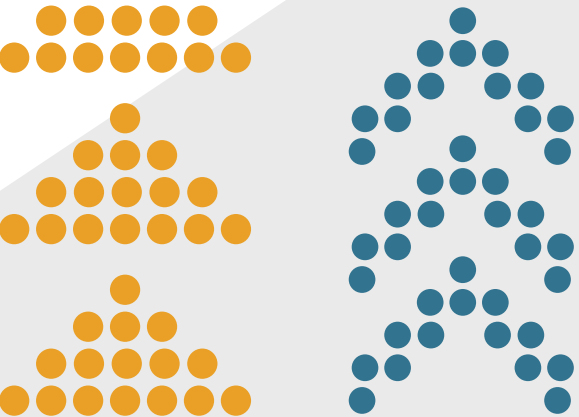
# Our impact

in 2022-23

## Dedication

We're here 365 days of the year:

- 11,813 people accessed our services
- 24,500 support sessions delivered
- 221 people trained in Peer Support, Level 3
- 2,963 people developed their skills and knowledge in mental health



## Hope

After accessing our services, the people we supported fed back:

- 96% felt supported and listened to
- 97% would recommend us to others
- 88% felt their wellbeing improved



## Respect

Our team increased from 72 to 84 (full time equivalent of 63 to 66) plus another 30 associate colleagues

When asked, our colleagues said:

- 100% are proud to work for us
- 100% are proud to be part of the work we do
- 95% say we have an inclusive culture where they can be themselves



## Continuous Improvement

- We welcomed and merged with two well established local organisations (Bradford Counselling Services and Aire, Wharfe and Craven Counselling) to create Trust Therapies.
- We secured £3m from Shipley Towns Fund, part of the governments Levelling Up the UK economy plan. Working in partnership with HALE we will redevelop our Shipley site into a new health and wellbeing centre.

## Partnership

- We transitioned from our multi-award-winning Haven crisis service, to a new, collaborative all-age crisis service which is jointly led with Mind in Bradford working with 9 other local charities.
- We secured a new contract to establish our Reach service working as part of Community Mental Health Teams in partnership with HALE, Project 6 and Touchstone.
- We continued to extend our reach working with other partners; this year establishing a new mini-Hub at Central Hall, Keighley as well as continuing to deliver in the hospitals, GP surgeries, Community Mental Health Teams, Job Centres and with West Yorkshire Police.





# Our services

This year we have continued to develop and grow our services, and the number of people we can reach and support.

## How we measure our impact

We measure our impact based on the feedback we receive from the people we support and the affect it has on their lives as well as the wider influence we have on health and care in our local communities, regionally and beyond. This means that a large focus of our work is also on the way we design our services, how we work in partnership and how we influence outside our own organisation to have an impact on policy and strategy.

## Pathways to employment

### Who we support

People who are accessing secondary mental health services or are on the NHS Severe Mental Illness Register.

### What we do

We recognise the journey towards employment is individual and rarely linear. Unlike other prescribed models across the country, with a focus on those who are 'employment ready', we know becoming 'ready' often means overcoming barriers related to both mental and social challenges.

This year we have continued our work in the community, integrating with Bradford District NHS Foundation Care Trust (BDCFT) Community Mental Health Teams and the Individual Placement and Support (IPS) Service. Our work with the Youth Employment Hub has successfully increased the number of younger people accessing the service.

### Where to find us

In community venues close to where people live as well as drop-in sessions and in-reach into Hubs, Community Mental Health Teams and Job Centres.



26% of the people we support are aged 16-25.



79% of the people we supported this year were referred for pre-employment support

### Long term sickness support

- Employer and employee mediation
- Negotiating reasonable adjustments
- Supporting successful return to work

### Pre-employment

- Identify goals
- Overcome barriers
- Action planning
- Signposting
- Care coordination
- Skills development
- Confidence building

### Employment ready

- Interview preparation
- One-to-one coaching
- Job search and preparation



## Return on investment



**£12,035** saving to national and local government and the NHS for each person who returns to work over a year. (Estimate taken from Public Health England's Return on Investment tool.)

**£373,085** saving in one year by supporting 31 people to move in or return to paid employment. This covers the cost of the service without considering the additional social benefits\*.

**£514,800** potential saving if 5% of the people we supported this year avoided an average inpatient admission (25 people x 48 days at a cost of £20,592 per average stay.)

\*Health matters: health and work - GOV.UK (www.gov.uk)

## How the service is funded

NHS and Bradford Council Adults Social Care.

## Team learning and insight

- Increased referrals for people with serious mental illness from the Job Centres.
- More people experiencing benefits sanctions which impacts on their mental health.
- More people applying for Personal Independence Payments but experiencing difficulties accessing benefit support.
- Increased need for sign-posting to multiple other organisations and a desperate need for 'care coordination.'
- People referred with more complex social challenges and barriers alongside their mental health problem.
- More people who want to work but cannot leave the house as a result of the anxiety caused by the pandemic.
- More people with unstable housing.
- Increased number of people moving in and out of crisis services and/or taking backwards steps in their recovery journey.
- Continued high numbers of people with a dual diagnosis including substance misuse, autism and learning disabilities.
- In the light of the cost of living crisis, helping people to get help with the 'basics' has become a more regular part of our work for example help to access food banks.
- Work with younger people is proving very different and much time is spent on the initial engagement.
- Increased number of young people who are self-harming.
- Increased re-referrals for people who had secured employment but become unwell again.



493 people supported



3,224 sessions of support delivered



30% of people who accessed the employment support part of the service moved into paid employment or returned to work after long term absence.



Multi-Agency Support Team (MAST)

Who we support

MAST initially support people via A&E and as in-patients at either Bradford Royal Infirmary or Airedale General Hospital. Our support continues in the community upon discharge.

What we do

Our peer support workers provide people with the help they need to get to the root of the challenges they face, seeking to lessen repeat attendance at A&E or longer stays in hospital. Our multi-agency approach means we can provide specialist support around mental health, alcohol, frailty and social prescribing.



MAST has become an essential service both in our emergency departments, on our wards and in our communities providing a much-needed extension to our busy NHS teams. MAST colleagues support individuals who might need some additional help on their discharge from hospital with their mental or physical health. In particular, contributing to lower attendances and admissions for alcohol related incidents.

This enables our clinicians to discharge patients feeling reassured that they will get the help and support they need back in their local community. Having this additional community-based support and guidance from the MAST team to access them means individuals have a wider network of services they can utilise for their health and care needs.

The MAST Team demonstrates a true partnership model, not only in its method of delivery but also in how it has been designed, developed and commissioned via system partners working as one.

Helen Farmer, Programme Director, Access to Care, Bradford District and Craven Health and Care Partnership



Team learning and insight

- Increased demand, particularly for community support with the highest level of demand being for mental health.
- Increased need for signposting to food banks, debt help services, homelessness support services and benefits support.
- Higher levels of need, complexity and risk.
- Increase in people struggling with both mental health and alcohol use.

3,667 people supported

4,565 hospital support sessions delivered

2,529 community support sessions

86% of clients did not re-present at A&E with the same issue.

43% increase in the number of people who reported being able to manage their own physical/mental well-being after accessing the service.

58% increase in the number of people who reported they had the tools they needed to manage their distress when in crisis after accessing the service.

40% increase in the number of people reporting they knew which services are available to them and how they are accessed.

53% increase in the number of people who said that they felt supported and connected to the wider community after accessing the service.

Return on investment

£1,147 saving for every client that can avoid attendance at A&E, where an ambulance is deployed due to more complex self-harm injury. This does not include the follow-on mental health services.

How the service is funded

NHS and Bradford Council Adult Social Care.



Safe Spaces

The Safe Spaces (formerly Haven and Sanctuary) mental health crisis service, which we jointly lead with Mind in Bradford and deliver with 9 other local partners was launched in July 2022 and is the new service following on from six successful years of delivering our Haven adults day-time crisis service.

Who we support

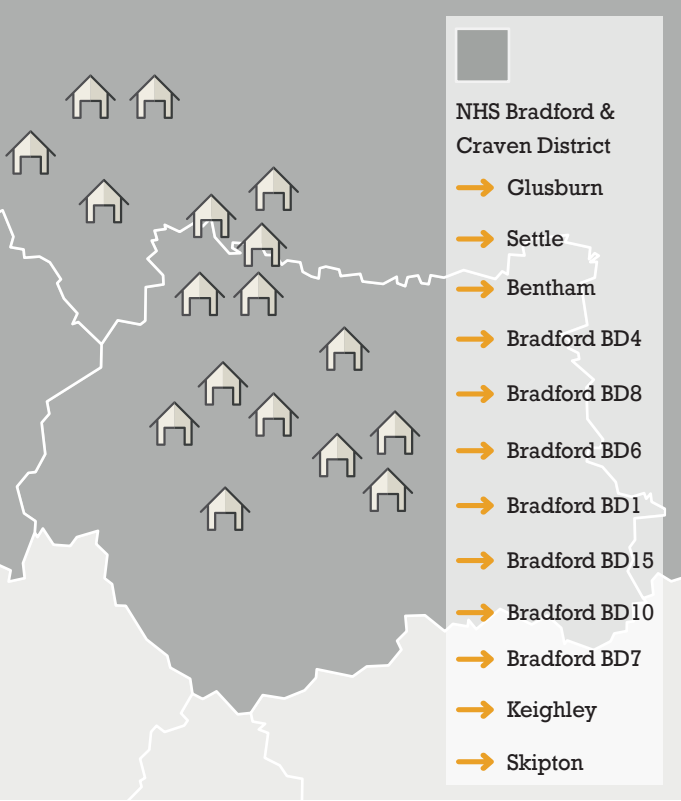
Children, young people and adults in emotional distress or crisis. 100% of referrals to the Hubs are for self-harm or suicidal ideation.

What we do

Safe Spaces offers urgent mental health support, 365 days a year, from our trained crisis support workers. Clients can access Safe Spaces by calling First Response or Guide-Line to get a same-day appointment or turn-up to our regular drop-ins.

We also provide overnight accommodation in a discreet location for children and young people, two nights per week.

Locations



We are delighted to be part of Safe Spaces; providing support for children and young people across the entire Craven district. Working together we will be able to provide this much-needed service for those living in our rural communities, ensuring that children and young people are able to access mental health support where they live.

■ Emma Pears, CEO SELFA



Where to find us

- Two main Hubs in Bradford and Keighley
- 17 drop-ins delivered by partners across Bradford, Airedale, Wharfedale and Craven.

Key developments

- Since launching our self-referral pathway in October 2022, we have seen a month on month increase in people utilising our self-referral pathway via Guideline, recent data shows 35% of referrals came through this route.
- New police and ambulance direct referrals.



The referral process to Safe Spaces is straightforward and it's impressive how quickly people are seen, this has significantly reduced the amount of time we would have had to spend with them in A&E.

■ West Yorkshire Police



- £20,592 saved for every person who avoids an inpatient stay
- £785 saved for every ambulance conveyance avoided
- £533 saved for every police mental health incident avoided



The session did me the world of good. It was a complete safety net, as if I had previously been falling. It gave me hope. It was great to have a taxi provided so there was no worry about where I was going. Jack met me at the door. He was fantastic. Kind, gentle, understanding. It was like he'd wrapped me in a blanket of kindness.

■ Yasmin, Safe Spaces Client



- 1,788 people supported
- 5,974 support sessions delivered
- 100% of referrals were for suicidal ideation or self-harm
- 59% reduction in distress score\*

How the service is funded

NHS



\*distress score taken from Haven figures



HOPE (Hold On Pain Ends)

Who we support

People who have experienced long term and/or complex trauma and have had difficulty engaging with other services or find they do not meet their needs. This can mean people often access A&E or other blue light services on a regular basis.

What we do

Intensive peer support, for up to 12 weeks, with a focus on early engagement to build a trusting relationship and help people to achieve their goals.

Where to find us

Our person-centered approach means our work ranges from visiting people’s homes and community spaces to supporting people to attend local activities, as well as telephone support.



The support you offer is invaluable! I am so lucky to have been given a chance with you. My peer support worker, has been an absolute godsend to me and our talks keep me going each week. As soon as the words come out of my mouth, she is on the same wavelength, so automatically gets it. Do you know how long I’ve waited for this?! Lived experience is the best support I could have been offered.

■ Joe, HOPE Client



Return on investment

HOPE costs approximately £200k per year to run, which means it costs around £549 per client. Significantly less than one ambulance conveyance.

How the service is funded

Big Lottery Reaching Communities.  
Barclays Foundation Covid Relief.

Team learning and insight

- Being funded through non-statutory sources has enabled a true co-production approach from original design to our continuous improvement.
- As the service becomes more established, referrals are rapidly increasing, and we have a growing waiting list.
- The lack of restrictions, usually associated with a statutory specification and contract, means we can be completely person-centered in our approach.
- Our focus on early engagement and recognising the time it may take, can prove challenging. This is key to building a trusting relationship, leading to positive outcomes for people.
- Feedback identified that people were anxious whilst on our waiting list and prior to face-to-face appointments. We changed our process and now offer regular welfare calls for people on the waiting list.
- The team have a very different approach to managing risk and approach it in a trauma informed and person-centred way which people report is very different to statutory provision.
- People report that the peer support approach is making the biggest difference to them.
- Going to where people are comfortable to meet is important. That has taken the team from meeting in a field to meeting at aqua aerobics.





You cannot begin to understand the relief your calls give me, it’s like I can breathe again after suffocating for such a long time.

■ Lorna, HOPE Client



 **364** people supported

 **2,065** sessions of support delivered

 **96%** of clients well-being improved

Reach

Who we support

People struggling with severe mental illness (SMI\*\*) who are currently being supported by a Community Mental Health Team (CMHT).

\*\*SMI Severe Mental Illness, defined as schizophrenia, bipolar disorder and other non-organic psychotic conditions and affect around 2% of the population

What we do

One-to-one support for up to six months; identifying personal goals and working together towards achieving them. The goals people identify are very varied depending on where they are in their recovery journey.

Our partners HALE, Project 6 and Touchstone enable a range of specialist expertise within the team including:

- Dual Diagnosis workers supporting people who struggle with their mental health and substance misuse.
- HALE providing ‘step-down’ support to help people access mainstream opportunities and groups following on from their period of support with the team.
- Specialist support from Touchstone, engaging with racialised communities.

Where to find us

The service is co-located with the CMHTs, however, we deliver our work in the community close to where people live. This ranges from meeting in community venues to getting on the bus for travel training.



How the service is funded

Bradford Council Adult Social Care.

Team learning and insight

- Our work with CMHTs meant we were quickly operating at full capacity with a growing waiting list.
- We see first-hand the pressures experienced in statutory services, namely large and growing caseloads and high turnover of staff.
- The lack of available inpatient beds means a higher level of complexity, acuity of mental health problems and risk being held in the community.
- Increased referrals for people with a dual diagnosis of autism or a learning disability, diagnosed or on a waiting list for a diagnosis.
- Increased number of people with physical disabilities or chronic conditions affecting their physical health.
- Increased complexity of social needs and requirements for support with challenges caused by the cost-of-living crisis.



Within the first six months of delivery:

-  **222** people supported
-  **738** support sessions delivered
-  **89%** of people said the service helped them to connect with others
-  **69%** said that the service helped them to be physically active
-  **63%** said that the service helped them to learn new skills
-  **74%** said that the service helped them to live life in the moment



Trust Therapies

Trust Therapies launched in July 2022 as a result of a merger between ourselves, Bradford Counselling Services and Aire, Wharfe and Craven Counselling Services (AWCC).

Who we support

We support people across Bradford, Airedale, Wharfedale and Craven, from aged 13 and upwards.

What we do

Our counselling and psychotherapy can be delivered in over 10 different languages and offers a variety of different therapies to help clients explore, and cope with, a range of emotional challenges. People can access between 6 and 12 sessions. Some clients may be eligible for NHS fully funded sessions, whilst others will contribute on a means tested basis.

Sessions are delivered by a mix of qualified therapists and volunteers, as well as supervised placement students. Developing the mental health work force for the future is something we are passionate about and proud of and this year we have supported and supervised 11 placement students.

Where to find us

Sessions are delivered at our sites in Shipley and Keighley as well as online.

How this service is funded

NHS including Covid Grief and Loss funding which was held as a Lead Provider and distributed to other organisations as part of the Counselling Collaborative. Earned income.



My placement was so perfect. A great experience, good support and communication.

Magda, Placement Student who is now a qualified therapist with Trust Therapies



Team learning and insight

Although post-Covid many people still prefer online sessions, this year we have seen more people wanting to return to face-to-face therapy.



I would like to say a massive thank you to [my therapist] for what she has done for me in these last 6 weeks. The person I was when I had my first session to now, is completely different. I owe her more than she could ever know.

Aisha, Trust Therapies Client



Within the first 8 months of delivery:

- 809 people supported
- 3,838 sessions of therapy
- 99% of people reported excellent improvement in their well-being
- 98% reported improved ability to cope with anxiety and depression
- 97% reported that their therapy helped them to return to work or education
- 100% described their therapist as excellent
- 99% of clients would recommend the service to others

Training

Who we support

We support people who want to better understand and manage their own mental health or support others.

We also help organisations who want to develop mentally healthy work places and support the people they employ.

What we do

We work as lead provider for Bradford Council Public Health (Living Well mental health training contract), supporting local NHS and West Yorkshire Integrated Care System Mental Health Hubs and delivering training to the West Yorkshire police workforce. We draw on our experience from across the organisation as well as our partnership with 25 local organisations to design and deliver a wide range of mental health training.

Team learning and insight

- Feedback suggests it can be a challenge to create the space and time for training.
- The level of mental health awareness significantly varies from client to client, and organisation to organisation.
- Attending training has often led to people then accessing further mental health support or using their knowledge to support other colleagues, friends and family.

- 2,697 people trained
- 490 training sessions delivered
- 25 delivery partners
- 1,409 individuals accessed our e-learning platform



I really think it is an excellent course and I'm glad that the team engaged, I'm hoping that the approaches will be adopted within the wider organisation and we can be more supportive of our staff team in relation to trauma.

Delegate at West Yorkshire Police



This course is a valuable resource, and every police officer would benefit regardless of their role. It was very well delivered and easy to follow. A very beneficial use of my time today. Thank you.

Delegate at West Yorkshire Police



How this service is funded

Bradford Council Public Health  
NHS  
Generated income



Peer Support

Peer Support runs throughout the organisation and we are committed to both delivering high quality peer support provision through trained and supervised specialist staff as well as helping to influence and grow the peer support workforce more widely.

Peer Support training



221 people accredited



47 Peer Support training courses delivered



54 people accessing our other specialist services received accredited training with 35% of those moving into Peer Support roles



Delegates from across the UK attending our training



Average feedback score 4.4/5



It was a fantastic course. The trainer was excellent, having two facilitators allowed the course to flow and provided us with a lot of time for input and with the diverse nature of the group, it meant that the group was able to open up and express ourselves and ask any questions, which were answered with great skill and knowledge by the trainer.

■ Sarah, Peer Support training delegate



Peer Support groups

Who we support

The groups give people the opportunity to connect, share their experiences and learn new skills and coping mechanisms to manage their own mental health. We facilitate groups across the district in partnership with community-based organisations.



555 attendees, 35% more than last year



163 Peer Support groups delivered, 43% more than last year



88% of attendees reported an improvement in their well-being scores

Team learning and insight

- Running the groups allowed us to develop insight into what does and doesn't work well including language and cultural barriers.
- The feedback for the groups was very positive but we did find that the attendance was variable across an 8 week course.



I didn't know this but it is my one year anniversary of when I started peer support and WOW the changes since then. I forget I've come a long way with all these baby steps. Mostly feeling thankful for those who were there for me on my journey. See you guys make a massive difference xx'

■ Ally, Peer Support delegate



How this service is funded

Charities Aid Foundation Covid Relief

Our smaller services

We are part of a number of smaller multi-agency teams, delivering partnership work across the District. Each of these services includes a part-time colleague delivering as part of the service.

Wharfe Valley Pathways and Keighley Pathways

Mental health and employment support working with a range of different VCSE organisations including Keighley Healthy Living and Project 6.

SMI-LE

Short-term emotional support for people who are on a waiting list for a Community Mental Health Team, working with Mind in Bradford, Horton Housing and Inspired Neighbourhoods. 84% of people who accessed SMI-LE reported a reduction in their distress.



Wharfe Valley Pathways helped me find the courage and confidence to be me and accepted. I have made friends and feel others can have confidence by attending the organisation. I would recommend Pathways as it's calm, relaxing and no-one judges you. It might be nerve-racking to begin with but once you feel settled you're fine

■ Oliver, Wharfe Valley Pathways Client



Third Place at Project 6

One-to-one and group support for people who are street drinkers struggling with both mental health and substance misuse. Mental health and substance services are commissioned separately meaning we have to use an innovative partnership approach, often through different funding sources, in order to provide support for people with this dual diagnosis.



98% of people who accessed the service reported improved mental well-being



96% move closer to or achieved their goals



98% of people felt less anxious



87% accessed other community services they didn't know about before





# Other areas of work

## Equity, diversity and inclusion (EDI)

Building on our 2021-22 work to understand EDI in respect of our organisation, we reaffirmed our commitment to drive change with a particular focus on becoming an anti-racist organisation. With support from an external consultant, and in consultation with our newly established staff EDI Group, we developed an EDI Strategy and associated action plan.

## Ethnicity of people who use our services

There is a difference across our main services in terms of the ethnicity of the clients we are reaching. Across all our main services the average is 71% of our clients are white (English, Welsh, Scottish, Northern Irish, British) and 29% from a racially minoritised community.



Service Area	Number of people supported	White % (English, Welsh, Scottish, Northern Irish)	Racially Minoritised Communities %
Reach	222	60	40
HOPE	364	77	23
Pathways to Employment	493	69	31
Safe Spaces	1788	76	24
MAST	3667	81	19
Trust Therapies	809	62	38

## Data and monitoring

### Objective

To improve the quality of our demographic data to understand our reach, identify targets and drive improvements.

### The challenge

The referrals we took from other agencies often had ‘Not Stated’ meaning that we had large gaps in our information.

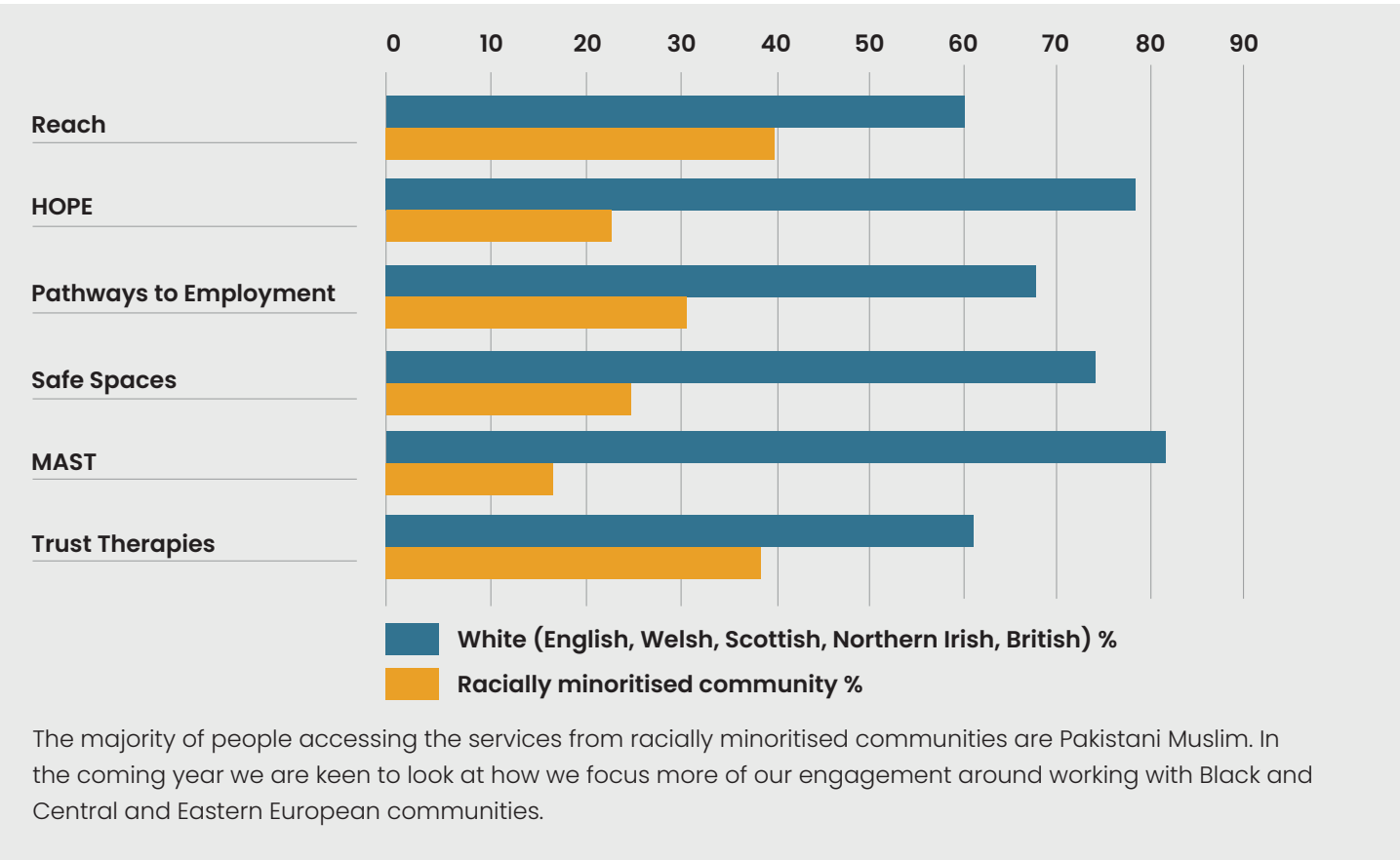
### What we did

Implemented a new approach to re-gathering this data when people come to us. We have also supported the teams to feel comfortable asking for this information which can feel personal and intrusive.

### Outcome

A significant improvement in data quality with between 91% and 95% demographic of data gathered across our main service areas.

## Ethnicity of main service area



## Diversifying our board

### Objective

To improve the diversity of our Board

### What we did

Following a number of valued and long-standing members stepping down, we were able to do a round of Board recruitment. Taking a different approach to how we did this, using a similar approach to our staff recruitment, enabled us to attract a far more diverse pool of candidates.

### Outcome

We appointed five new Trustees: Professor Udy Archibong, Melvyn Ingleson, Shehla Khalid, Samantha McClean and Gabby Voinea, to join our five existing Trustees. 45% of our Trustees identify as being from racially minoritised communities and the majority of our Trustees have joined the Board as a result of lived experience of mental health personally or in their own family.

## Diversifying the workforce

### Objective

To improve the diversity of our staff

### What we did

We reviewed and transformed our approach to recruitment and selection, getting rid of complicated application forms and piloting asking for basic CVs or asking 3 main questions.

We also reviewed our recruitment marketing.

### Outcome

Significant increase in the appointment of people from racially minoritised communities.





Our work in the community

Objective

- Improve our reach and engagement across our diverse communities
- Remove barriers to access
- Deliver services that meet the needs of our diverse local population
- Play a key role in tackling widening health inequalities

What we did

- Established our first ever community engagement team with a focus on listening carefully and taking meaningful action where we can.
- Used the insight gathered to make changes to the way people access our services, service models and pathways, and communications and marketing.
- Continued to invest capacity and resource in our partnership working through new contracts and use of our income this year.
- Continued to develop new partnerships with grass roots organisations
- Continued to deliver the majority of our work in the community close to where people live

Team learning and insight

We recognise that developing meaningful partnerships and building trust with people and organisations in our diverse communities takes many years and the journey is complex linked to a society with ongoing institutional racism, widening health inequalities, a cost-of-living crisis, community tensions in Bradford and complex local politics.

We found

- Perceptions of us as a predominantly ‘white’ organisation/location
- Stigma of mental health in different communities
- Language barriers to accessing support
- Preference for accessing services delivered by grass roots/community-based organisations close to home
- Transport barriers to accessing services
- Service referral routes hard to understand



243 community visits and events attended

How this service is funded

Charities Aid Foundation Covid Relief

People

- TUPE transfer of colleagues from four other organisations
- Staff number increased from 72 to 84 (full time equivalent of 63 to 66)
- 30 Associate staff

We passionately believe that to deliver high quality services, we need to create a working environment where our colleagues can stay well, thrive, and deliver to the best of their abilities. Most of our colleagues have their own lived experience of mental health difficulties and over recent years we have developed our culture and support mechanisms to enable people to bring their whole selves to work. We also have a high percentage of colleagues who work flexibly and/or part-time.

What we did

- Continued to invest in well-being and support
- Continued our Equity, Diversity and Inclusion work including mandatory training in unconscious bias and cultural competence and race, as a well as continued improvement of the accessibility of our recruitment processes.
- Recognising the cost-of-living crisis and in the light of our commitment to paying the real living wage: a substantial pay and organisational structure review leading to real increases but remaining conscious that for many of our staff take home pay remains low.
- Continued investment in our HR infrastructure included the appointment of our first People Director, redevelopment of our People Strategy, implementation of a new HR online management system and beginning a programme of redeveloping our policies and processes.



I love so much about Cellar – I love being part of The Cellar Trust family – I believe that I am not judged on my past mental health issues or traumatic life experiences. From my job interview over 3 years ago to now I have always felt accepted and appreciated by everyone that I have met at Cellar Trust. I could NOT imagine a life not working for Cellar!

■ Colleague, The Cellar Trust



Our staff survey told us:



100% of respondents are proud to work for The Cellar Trust and to be part of the work we do.



99% of respondents know what is expected of them at work and understand how their work and role contributes to The Cellar Trust.



95% of respondents agreed that at work their culture, background and beliefs are respected.



This is the first place I have worked where I have felt truly included for who I am. This makes me feel comfortable at work and like my voice is heard.

■ Colleague, The Cellar Trust



I absolutely love our values, our people and the difference that we make! I feel able to be my authentic self – something I’ve never felt in any previous role! I feel respected, valued, invested in and immensely proud to work for the organisation.

■ Colleague, The Cellar Trust





Shipley Towns Fund

Our successful bid, alongside strategic partners HALE, to the Shipley Towns Fund as part of the government’s Levelling Up funding will see our Shipley building benefit from a £3m refurbishment into a holistic health and wellbeing hub which will bring together a range of holistic health and well-being provision, delivered by different partner organisations to meet the needs of residents of Shipley and surrounding areas.



2022-23 saw us focus on the feasibility stage of the work including exploring different potential premises, engaging local stakeholders, shaping initial design concepts and developing a business model. In 2023-24 we will proceed with the re-development of our Shipley site which will mean a temporary relocation for some staff and clients for approximately 18 months.

Finance and fundraising

We experienced significant organisational growth in 2022-23.

This has been due to four key factors:

- Becoming the lead provider for the Safe Spaces contract
- Merging with Bradford Counselling Services and Aire, Wharfe and Craven Counselling
- Securing the new Reach contract
- A number of larger short-term charitable Covid emergency grants



Our financial infrastructure

We have continued to invest in our finance team and have moved the organisation onto the Zero accounting system to improve our financial management and information. Our Finance, Audit and Risk Board Committee meets on a monthly basis.

In addition to our contracts with the NHS and local authority, we raise income through fundraising, rental of our premises, training, consultancy and paid for therapy.

**£705,069**

raised through fundraising and generated income.

Our community fundraising and volunteer support

The trend from the previous year has continued with corporate and community fundraising proving to be very challenging, however, we have been thrilled to be supported by people and organisations in our community who have continued to raise funds for our vital work.

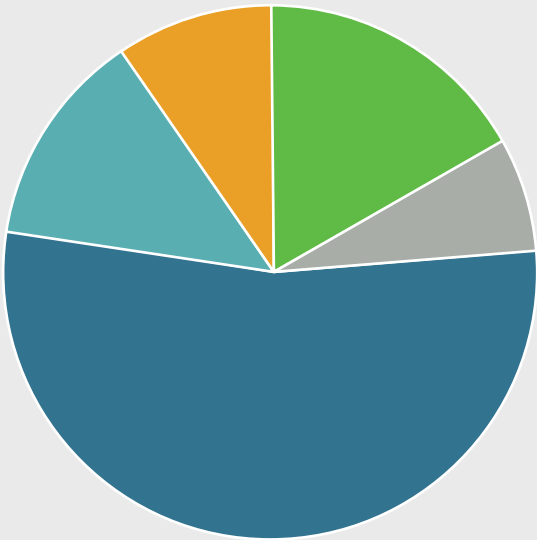
Our fabulous volunteers make a huge difference to our services. This year we have had volunteers in our cafe, volunteer counsellors and placement students, volunteer group facilitators and trainers.



Income 2022-23

**372%** Increase in income for The Cellar Trust since 2015.

**30%** Increase in income since 2021-22



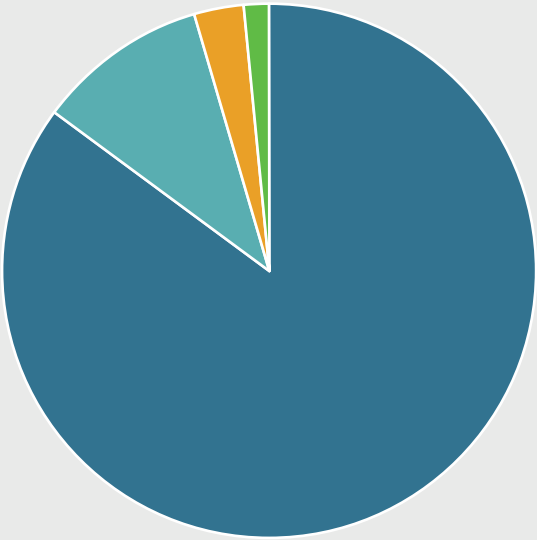
- Bradford Council £527,898
- Bradford District Care Trust £214,357
- Clinical Commissioning Group £1,685,630
- Fundraised Income £409,250
- Grants and Generated Income £295,819

→ **Total £3,132,954**



Expenditure 2022-23

Our expenditure is showing a deficit position because of the way that charitable accounting works. This means that restricted funding secured in 2021-22 was shown in last year’s accounts as income but was spent on activity in 2022-23.



- Governance £48,317
- Raising Funds £105,740
- Charitable Activities £3,120,077
- Management and Development £373,430

→ **Total £3,647,564**







01274 586 474

[reception@thecellartrust.org](mailto:reception@thecellartrust.org)

[thecellartrust.org](http://thecellartrust.org)

The Cellar Trust, Farfield Road, Shipley BD18 4QP

Follow us:

[facebook/The Cellar Trust](https://www.facebook.com/TheCellarTrust)

[twitter @CellarTrust](https://twitter.com/CellarTrust)

[Instagram @thecellartrust](https://www.instagram.com/thecellartrust)

The Cellar Trust is a registered charity in England and Wales no. 701982 and a company limited by guarantee registered in England and Wales no. 02304802