




 Mind Conwy
Impact Report 23/24

A wide-angle photograph of a coastal town, likely Conwy, with a sandy beach in the foreground, a rocky shoreline, and a large hillside in the background under a clear blue sky. A few people are visible walking on the beach.

For support. For respect. For you.

As Chair of Conwy Mind, I'm pleased to present our 2023-2024 impact report. Despite funding challenges faced by many small charities, including ours, we've maintained high-quality support and developed new services to meet evolving needs.

This year, feedback from our dedicated staff, volunteers, and service users has shaped our updated strategy, guiding us for the next five years. I extend heartfelt thanks to Conwy Mind's staff for their unwavering dedication, our volunteers for their invaluable contributions, and our donors for their crucial financial support.

- Chair of Trustees, Carol Cunningham

Whilst facing numerous challenges, including funding cuts to services, we have continued to deliver much needed support to our community.

New funding has facilitated projects such as Get Active, Young People's support in schools, and new activities around the arts and we hope these can continue.

We faced disappointment when funding from GP Clusters in Conwy and National Mind came to an end. However, in order to continue our Supported Self Help Programme we have adapted delivery of 1-1 support. Nevertheless, this is not sustainable without new funding.

In response to these difficulties we have invested in our Fundraising strategy, raising over £70k in fundraising income through fantastic events such as Mental Elf and Seal Splash.

We recognise the contribution of our staff and volunteers, who are working hard to ensure people receive the right support. We approach 24 -25 with major uncertainty about what the year will bring, but are committed to doing the very best we can for people who need us.

- CEO, Denise Roberts



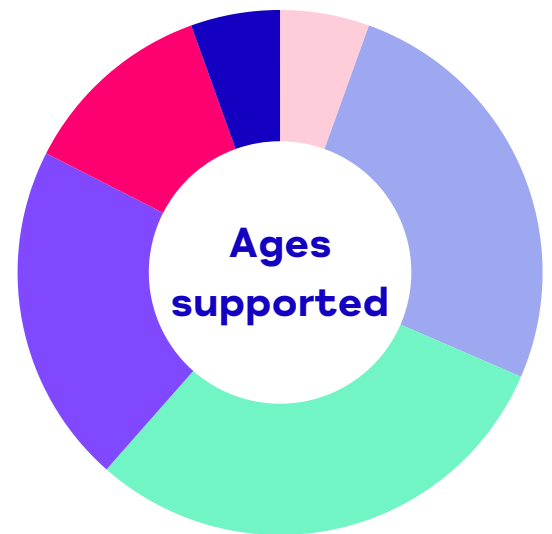
We are Conwy Mind

We are here to support individuals and communities to build a better understanding of good mental health. We want to help as many as possible because mental health issues affect us all. Whether it's you, someone in your family, a friend or a colleague, a neighbour or a classmate, the impact can be really hard to manage. Conwy Mind is here to offer support when it's needed, in your local area.

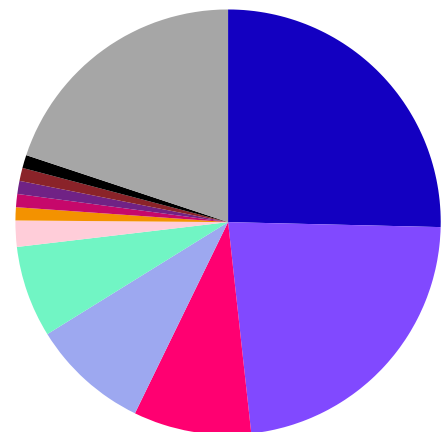
Issues supported

Depression and low mood	25.5%
Anxiety	23%
Stress	9.5%
Low self esteem	9%
Isolation and Loneliness	7%
PTSD	2%
Personality Disorder	1%
Bipolar	1%
Schizophrenia/Schizoaffective disorder	0.5%
OCD	0.5%
Phobia	0.5%
Other	20.5%

■ 18 - 24
 ■ 25 - 34
 ■ 35 - 44
 ■ 45 - 54
■ 54 - 65
 ■ 65+



Pie chart of issues



Mums Matter

Mental Health
Support Service

Training

Mindfulness

Keeping Connected

Ending Homelessness

Our services

Anxiety management

Get Active

In Work Support

Parabl
counselling

Young People's
Support

Private
Counselling

23/24: Our Year in Numbers

Supported Self Help

1533

hours of SSH



85%

saw improvement in levels of depression

75%

saw improvement or reduction of their anxiety



1-to-1 Support

483

referrals



3273

phone calls received



200+

Young People supported



Keeping Connected



339

hours volunteered for Keeping Connected



165

Keeping Connected calls delivered

Counselling

135

people referred for counselling



89%

improvement in their mental health



Taking the first step (to get help) is the best thing to do. I'm not bottling things up anymore. Speaking about my feelings has helped. Now that I know about Conwy Mind and understand how the sessions work, I understand how it can help people.



Supported Self Help

Our Supported Self Help service has been running since 2020, when it was previously called Active Monitoring.

This is a structured support programme provided over 6 weeks, where people can choose from 7 pathways including: Anxiety, Depression, Grief and Loss, Anger Management, Feeling Alone, Self-Esteem or Stress.

Our dedicated team support people over the phone or face to face, guiding them through a selection of materials covering coping strategies e.g. relaxation, problem solving, breathing techniques and goal setting.



“Since contacting Conwy Mind, my life has completely turned around. The patience and empathy shown to me has been overwhelming, to suddenly be listened to, believed and to have both my life and self worth be validated again has given me the desire to rebuild my life”

**Head to our website
to read the full story**



Counselling

Our Counselling service has continued to grow during 2023-24, with Conwy Mind introducing our private counselling service as an additional offer. We have also been pleased to recruit a lead counsellor to help grow our offer further and more recently we have taken on three student counsellors who will be starting their placements this year.

"I am very pleased with the service I received and the excellent team who helped me through a very traumatic time."

90% of people reported an improvement in their mental health and wellbeing from counselling

Rob's Story*

When I first arrived here I was a mess of anxiety, worry and nerves. And while I would love to be 'cured' I know this isn't realistic, but the help, care and advice that I have received has been wonderful.

I've gone from having little or no enjoyment of life to being quite happy most of the time. The biggest gift of all this to me has been able to just talk it out with a caring non-judgemental professional.



*name changed



I feel a great sense of honour and privilege to be a witness to my client's feelings and experiences. I highly admire their courage to be vulnerable with me in the therapeutic space, and to put their trust in me and the counselling process. To see clients deepening their understanding and awareness of themselves and overcoming the barriers that kept them stuck is inspiring.



- Hayley Lloyd Roberts, Conwy Mind Counsellor

Young People's Services

Our young people's work continues to grow with support offered across Conwy to young people aged 11 and up.

We have continued to deliver drop in sessions in Ysgol Dyffryn Conwy and Ysgol Creuddyn and this has led to the development of 1-to-1 based support for young people, and we hope future funding will enable us to ensure this continues.

Our work at Youth Shedz has helped young people in a youth work setting, offering wellbeing focused activities to address mental health in a less formal or direct way and support holistically, introducing themes around healthy eating, physical health, benefits of nature etc.



Sessions delivered:

- Hygge party
- Mindfulness and breathing techniques
- Wellbeing walks
- Forest School
- Movie club
- Art activities – Making Christmas wreaths, Easter gifts, dreamcatchers

We have also established a Young Person's Networking Group, bringing together support agencies from across Conwy to share information on support, look at gaps in support and how we can better work together.

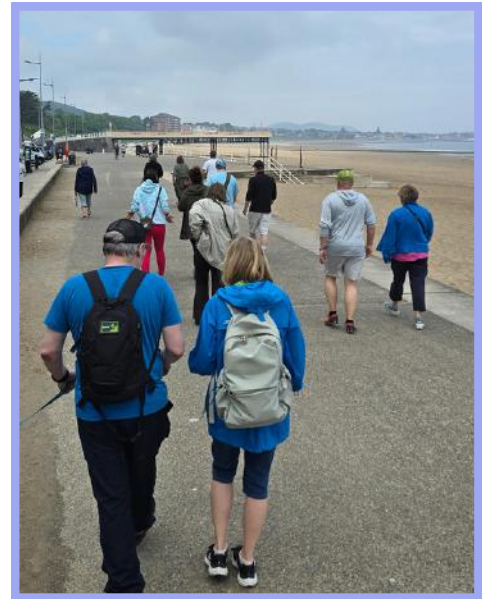


The support made me want to really try and change the way things were happening, and taught me coping strategies for my panic attacks, so that the fear of having one wasn't so overwhelming.



Get Active

Get Active is designed to support mental health and wellbeing through easily accessible physical activity. The main focus of the project is to encourage physical activity outdoors, in natural green and blue spaces and provide opportunity for social connection. Groups are facilitated by Conwy Mind staff and volunteers to create a safe and supported environment. In addition, the project aims to reduce stigma and discrimination by connecting with local physical activity providers and providing free online mental health awareness training.



185 have accessed the Get Active programme
26 groups and walks offered

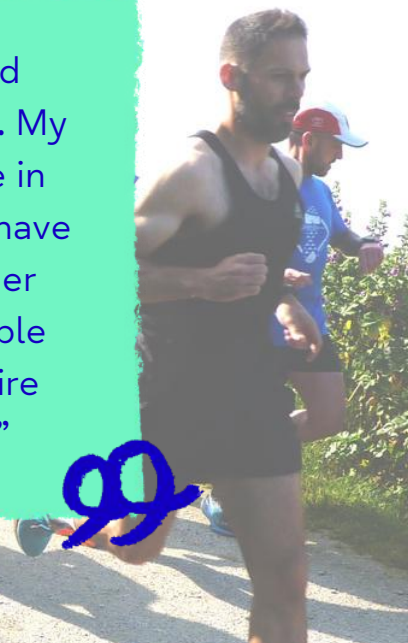


Groups Offered

- Parents & Pushchairs Wellness Walk - Bodlondeb (Conwy)
- NWhA - Stretch & Strengthen Taster
- Nature Walk - Marl Woods (Llandudno Junction)
- Clwb yr Efail - Get Active Together (Older Adults)
- Mums Matter 'remote taster'
- Stretch & Breathwork video
- Nature Walk - Conwy Mountain
- Building Awareness & Relaxation Taster



“When I attended my first walk with Maria and Conwy Mind in Oct I was unable to walk very far. My balance wasn't great and I had muscle wastage in my legs. I have since been walking regularly and have built up the strength and stamina to walk longer distances. The Walk and Talk is a great accessible route and I now feel confident walking the entire route and enjoy meeting others and chatting.”



Groups and Courses

Over the last year we have offered a wide range of groups and courses across Conwy in community centres, libraries, family centres and local businesses. These have included courses that directly address mental health support and others which provide opportunities to connect, be active or take part in creative activities that support wellbeing. These have been really well attended with numbers increasing throughout the year, extending our offer and providing a strong support network for people attending.



250+ people have attended one of our groups or courses

We are active across Conwy

Llandudno

- ICAN Hubs
- Taith & Oriel Mostyn art workshops
- Coffee Mornings
- Board Game Cafe

Penrhyn Bay

- Moving for the Mind

Colwyn Bay

- Job Centre Hub
- Ink Gallery
- KIND Bay Hub

Pensarn

- Mindfulness sessions

Mochdre

- Mums Matter

Old Colwyn

- TAPE music sessions

Abergele

- Coffee Mornings
- Shared Reading

Pensychnant

- Cranes of Peace session

Llanwrst

- Library drop ins

“Look forward to it every week. Helps me with anxiety and the movement we do has made me want to do more!”

- Moving for the Mind member

Training

Conwy Mind has continued to grow our training & development offer within Conwy. This year we have a newly qualified Mental Health first Aider, certified to deliver Adult & Youth MHFA courses. We have also created a new training programme for our staff and volunteers to ensure continued excellence within their field of work. New courses have been developed for our corporate partners as well as for our Conwy residents.

We have developed links with key partners including Conwy Council and Grŵp Llandrillo Menai to deliver bespoke training to their staff, clients and communities.

**47 new
Mental
Health First
Aiders**

**★★★★★
5/5 trainer
rating awarded
for MHFA**

**Delivered
MHA sessions
to 250 people**

**“Excellent course. Really informative, enjoyable and fun.
Thank you”**

**“Thoroughly enjoyed and has made me more confident in
talking with YP with mental health disorders.”**

**“Excellent course Dawn is a wonderful instructor,
full of knowledge more than happy to share.
Encouraged conversation and participation
making everyone feel comfortable”**

Fundraising

We are so grateful to all our fundraisers that have donated their time and efforts to raise vital funds for Conwy Mind over the past year. We saw an amazing 350 community fundraisers and 25 businesses raising funds and awareness for us. Without the support of individuals and businesses we simply could not do the work which we do.

£25,000 in
community
donations

£31,000
raised from
corporate
support

Wear it Blue and Walkie Talkie for Mental Health Awareness Week

During Mental Health Awareness Week 2023, we held our first Walkie Talkie to raise funds and awareness for the charity with over 50 people walking 10k around the beautiful Great Orme and raising a total of £687.



Mental Elf 2023

For the first time Conwy Mind organised Mental Elf, a 5k festive fun run. We had 200 people sign up to take part and raised an incredible £8,500, which have gone directly back into the community to support our free services.

Seal Splash 2024

In February Conwy Mind organised their first cold-water sea dip challenge! 85 brave individuals signed up and with tickets, fundraising and a raffle we managed to raise a £7,000! We had such a great day and can't wait to make this an annual event.



Throughout February The Llandudno Vikings took on a challenge like no other, they slept on the streets every night (29 nights in total!)

Thank you to all our fundraisers!

Paula and Kerri AKA the Happy Minds Hikers walked 116km across Spain with nothing more than a bag on their back to raise awareness and funds for Conwy Mind.



£1214 raised!



"Its so important to me to raise awareness and to reassure people that they are never on their own."

- Laura on her skydive fundraiser for Conwy Mind

Volunteering

Volunteering has gone from strength to strength over this last year and our core team of volunteers have done a fantastic job of supporting people through befriending calls, groups and events.

With their help we piloted our Keeping Connected support calls and have been successful in securing funding to expand this support.

We have also had a huge number of people dedicating their time fundraising for us through personal challenges, coffee mornings and Conwy Mind events.

We are so grateful for all the help our volunteers provide, thank you!

**700+ people have
volunteered their time**

1574 hours volunteered



Keeping Connected - Debbie's Story

"I have always had an interest in mental health wellbeing and at the time I was looking for volunteer work following retirement and the Covid pandemic.

As a Keeping Connected Volunteer I speak to people on the phone about how they are feeling and what is happening in their lives. I enjoy talking to people and get a sense of achievement in helping to make a difference to the way someone might be feeling.

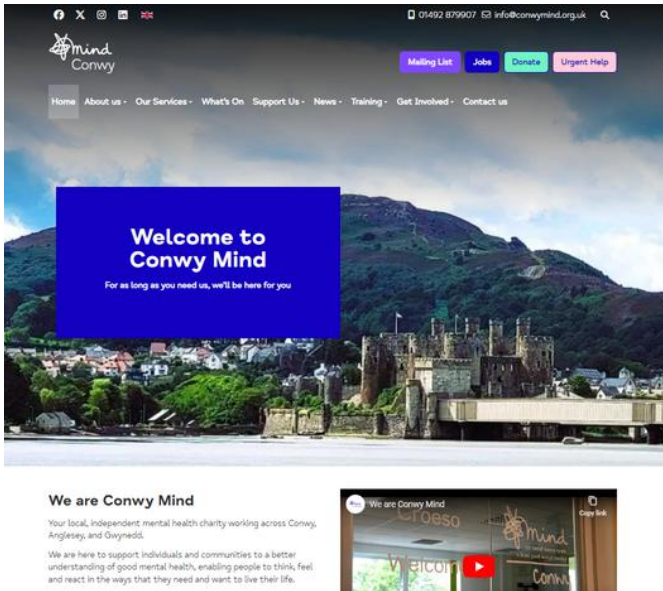
Some people I speak to are very lonely, and it's an opportunity for them to talk about any problems they may have and in some cases be signposted to other organisations who can help. People benefit by talking and being listened to, Keeping Connected can also help increase their confidence to try new things.

I have gained an increase in self-confidence generally and through Keeping Connected, I have increased my communication skills and understand the benefits of being listened to. Also, the structure of volunteering every week on a certain day/time gives me a focus which has a positive effect on my wellbeing. It has also provided a new dimension and interest to my life."

"Keeping Connected was really beneficial and am grateful for support received. I'm able to cope better with my feelings of anxiety."

Our Digital Impact

New website



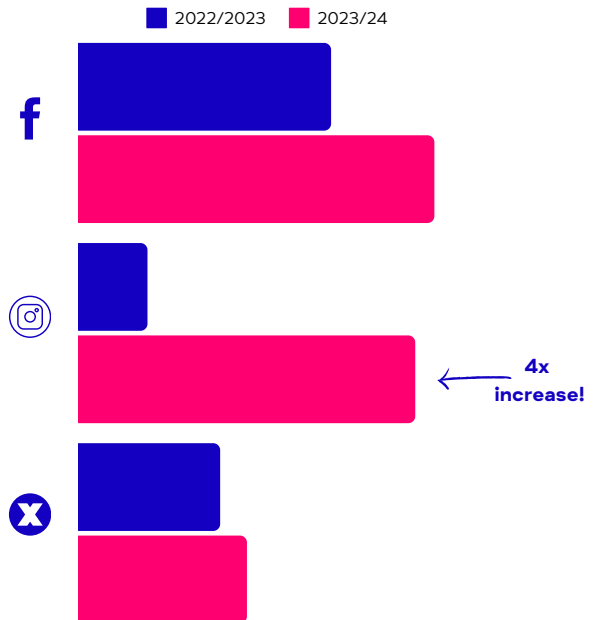
This last year we changed our website to make it more accessible and easy to navigate and already we have noticed an improvement in the number of messages we receive from people needing support from us.



We have been using MailChimp to send out a monthly newsletter and other important events to a list that has grown to over 200 people now. The number of people opening our emails is also much higher than the MailChimp average.

Average open rate: 21.3%
Our open rate: 53.4%

Social Media



Our social media has grown once again, especially with a 400% increase in our Instagram exposure and reach, helped by our many collaborations with local businesses such as the INK Gallery.



198% increase
in followers

We started developing our LinkedIn account in the past year and were able to grow our follow count from 93 followers to 290.

Your Feedback

We're always looking to capture people's thoughts on our services so we can make sure they meet the local need. Last year we gathered the views from over 450 people, with over 300 of those being young people.

People told us they want:

- Informal check ins with tailored support plans
- Training to help them support others
- A choice of access, online, over the phone and face to face in community venues
- Groups to help with sleep, confidence, relaxation and mindfulness, and mood.
- Outdoor activities
- Peer support and mental health champions



Young People



The survey of over 314 young individuals, primarily aged 11-15, revealed that their major stressors include:

- school
- body image concerns
- future uncertainties
- friendships
- the grief of losing someone close

The stigma associated with seeking help, fear of judgment, distrust, shyness, and the potential for dismissal are significant barriers.

“I didn’t care for the future at all before I started with Conwy Mind, I’d have rather it not happen and I refused to think about it. Now I’m actually excited to see what the future holds.”

Staff Feedback

“My highlight for the year has been setting up our new Supported Self-Help service in local schools; I’m really proud to see young people finish the programme with increased resilience, more positive coping strategies and better mental health.”

“Over the last year, it has been really positive to see clients develop their confidence in their own abilities, and developing their tool kit of coping strategies that they will go on to use in their daily life. It is great to hear the positive experiences they have by accessing our support, and the hope they now have for the future.”

“A highlight of our support services are that they empower people to manage their own mental health. I get a great sense of achievement when a client tells us that they feel able to self-manage, but also in the knowledge that they can get back in touch with us in future should they need to.”

“I have really enjoyed working alongside volunteers, helping to develop their ideas for new groups and services and seeing their skills and experiences put to best use to support individual clients and communities.”

“It has been a real privilege to work with staff as their clinical supervisor. We have a very talented team.”

“I have found that positive support and knowledge from a good working team is invaluable to helping people cope better with their daily lives. We have a huge wealth of experience which shows in the quality of our work.”

OUR YEAR IN PICTURES



Tuesday 10th October is World Mental Health Day...

Find out how you can support Conwy Mind for this year's World Mental Health Day →



Thank you Nintendo North Wales for raising £65.20 for Conwy Mind!



Mental Health Awareness Week 2023!

Monday 15th to Sunday 21st May!

Get involved and support Mind Conwy

WORLD TEEN MENTAL WELLNESS DAY

a simple conversation means a lot



Cost of living support survey

Please take our new 5 minute survey about how the cost of living is affecting your mental health and how we can help.



“ I never once felt unsupported, and was always treated with kindness and empathy. I've come from being at my lowest ebb to being able to see light at the end of the tunnel. ”



Get Active, Feel Good

Getting active can help to boost our mood, but it's not always easy to know where to start.

Our Get Active Connector can support you to become active in your local community by introducing you to the benefits of physical activity for our mental wellbeing.

Speak to Maria today to find the right activity for you.

maria.nolan@conwymind.org.uk
01482 879 907

Scan the QR to join our Get Active Facebook group!

Talking tips

time to change Wales
time to talk day
01/02/24

In partnership with

MFT and mental health discrimination



David's Story

“ Since contacting Conwy Mind and speaking to Mark with his support calls my life has completely turned around. The patience and empathy shown to me has been overwhelming, to suddenly be listened to, believed and to have both my life and self-worth validated again has given me the desire to rebuild my life. ”

Head to our website to read David's full story.





We would like to offer a heartfelt thanks to all our funders, volunteers, fundraisers, partnerships agencies and everyone who has been involved in supporting us over the last 12 months.

Thank You!

Conwy Mind

Unit 5325, First Floor
North Wales Business Park
Abergele
LL22 8LJ

Tel - 01492 879907
Email - info@conwymind.org.uk
Follow us - @conwymind