



Impact report

2023-24

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Summary

By our CEO, Kim Shutler, MBE



Following on from the pandemic, this year has seen the impact of the economic crisis hit our communities hard. The Cellar Trust already operates in areas which are amongst the most deprived in the country. We know that this is worsening for people with our poorest communities experiencing a 3% higher inflation rate than average because much of their income is spent on daily essentials like food and energy (Bradford Council, 2024).

We also know that rates of depression and serious mental health problems are known to be higher in communities that find it hard to afford housing costs and energy bills (House of Commons Library, 2024).

Locally and nationally, we are seeing a crisis in statutory funding within our local authority and the NHS, and our team continue to experienced first-hand the growing mental health crisis in our community with the knock on effect on overwhelmed public services.

In the face of this we have doubled down on our efforts to reach more people, to adapt and to innovate with our statutory and voluntary and community sector partners to respond. The number of support sessions we have delivered has increased by 40% to 34,269 and 90% of people who fed back said that we had supported them to improve their mental health. This year we were also able to confirm funding to develop our Shipley site as a new health and wellbeing community hub which will open in 2025.



The Cellar Trust is steadfast in its commitment to delivering exceptional services as well as playing a key partnership and leadership role.



Despite this we see the demand outstripping capacity, people in our community becoming increasingly unwell without the right support at the right time, and no immediate sign of this improving. In this face of this ongoing challenge for our communities The Cellar Trust is steadfast in its commitment to delivering exceptional services as well as playing a key partnership and leadership role in the voluntary and community sector, in health and care, across the District and beyond. As we move into the coming year, we have new and innovative new services launching and exciting, ambitious plans. We are incredibly grateful to our colleagues, volunteers and supporters for enabling us to be here for the people we serve.



Who we are and what we do

We are a registered charity providing mental health and wellbeing support across Bradford, Airedale, Wharfedale and Craven. We offer a range of services and approaches to meet the needs of our people and communities, where and when they need us.

Working in partnership with other organisations, we provide support to help people live positively and independently, to build a brighter future. A number of our services are delivered by peer support workers who have their own lived experience of mental health problems. Our teams mainly work with people with a severe mental illness (SMI) or multiple complex needs.

Our services

- Pathways to Employment
- HOPE
- MAST
- Trust Therapies
- Reach
- Safe Spaces
- Training
- Services in partnership

In 2023–24:



We supported **11,981** people.



We delivered **34,269** sessions of support.



We trained **246** people in Peer Support.



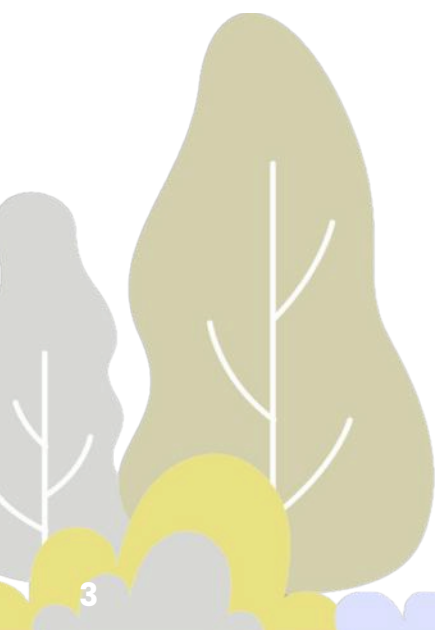
We helped **3240** people develop skills and knowledge in mental health.



My worker has been very human, non-judgemental, easy to relate to, easy to talk to and she has always spoken to me with complete kindness. I have genuinely looked forward to our sessions. She has made me feel less alone, less stressed, and I've been helped to break things down a step at a time. She's just been amazing and she has made me feel very safe to talk about things.



■ **Samina, HOPE client**



What we're proud of



Our people

We're a team of 89 plus 30 associates but we manage to deliver nearly **500** sessions of support each week. For every individual we help we are also giving reassurance to their family and friends. Our staff are our biggest asset, they use their lived experience and expertise to support thousands of people in our district every year and we are incredibly proud of them.



Awards and recognition

HOPE 3rd Sector Compassion Award Finalists

Safe Spaces 3rd Sector Collaboration (Integration) Winners

Trust Therapies supported **57%** more people and delivered **43%** more sessions this year. **99%** of the people we surveyed said they would recommend the service. **91%** of people surveyed reported an excellent improvement in wellbeing.



MAST delivered **64%** more sessions of support in our hospitals this year. **91%** of the people we supported did not re-present at A&E with the same issue.



91% of people we surveyed had a positive experience of Pathways to Employment.



In our 2024 client survey:

90% felt improved wellbeing.

90% could manage their mental health more.

80% felt more positive about the future.



We have staff working with or in our District's **hospitals mental health hospitals, GP practices, community centres, Job Centres and CMHTs.**

We are always looking to reach our communities when and where they need us.



HOPE increased the number of sessions by **55%** this year with **95%** of respondents saying the service helped them feel listened to. **79%** of people improved with an average improvement score of **76%**.



Our insights

Our staff have 'on the ground' experience providing valuable insights into mental health and service challenges. These insights help to inform our service development and delivery.

Each service has unique insights specific to them but there are some organisation-wide themes we have gathered here:

Increased complexity in our cases

The complexity of the challenges faced by the people we support continues to increase because of wider pressures on the healthcare system.

- We have seen an upturn in referrals for people with autism, a learning disability (diagnosed or on a waiting list for a diagnosis) physical disabilities or chronic conditions affecting their physical health.
- Across our teams we are finding people are increasingly calling their support worker in crisis and/or attending sessions in crisis, going into crisis during sessions, or in between sessions.

As a consequence, symptoms of stress within the staff teams have risen as cases are more difficult and can impact on staff mental wellbeing. We value our staff's lived experience of mental health and continue to provide a range of support mechanisms to help them stay well in challenging times.

Increased demand and waiting list pressures

Ongoing demand for our services this year has put a significant pressure on waiting lists. For our HOPE and Trust Therapy services this meant we had to temporarily close our waiting list for part of the year to ensure we can operate safely.





More people facing financial and/or social challenges

We are experiencing more people referred with more complex social challenges and barriers alongside their mental health problem.

There is a very real and prevalent link between practical issues around housing, finance, language barriers and mental health challenges that can complicate cases and take time to address.

- Despite improvements in diversity across our staff team, we are increasingly using translators to be able to support people no matter their preferred language. This reflects the work our Communities Team has done to make our services more accessible for people from ethnically diverse communities.
- We continue to see the real impact of the cost-of-living crisis. We saw an increase in people experiencing financial difficulties which directly impacts their mental health. We also saw more people applying for PIP benefits but having difficulties accessing benefit support and a greater need for signposting to other services such as food banks, debt help services, homelessness support services and other benefits support. People are also struggling with immediate expenses associated with accessing the support they need such as travel costs.
- In addition to homelessness, the team have experienced an increase in social housing issues. Perceived safety in their local area, poor relationships with neighbours, anti-social behaviour, alcohol and drug use in their locality are issues affecting people and this often takes up time during sessions before their mental health can even be addressed.

Jargon buster

We use some terms and abbreviations that might not be clear to everyone. Here's a few:



CYP

Children and Young People.

CMHT

Community Mental Health Teams.

Complex trauma

Traumatic experiences involving multiple events with interpersonal threats during childhood or adolescence. (UK Trauma Council)

Co-production

As defined by the Social Care Institute for Excellence:

“Co-production is not just a word, it's not just a concept, it is a meeting of minds coming together to find a shared solution. In practice, it involves people who use services being consulted, included and working together from the start to the end of any project that affects them.”

Dual Diagnosis or Co-Occurring Conditions

Where people have another diagnosis alongside their mental health disorder, such as a substance use disorder or autism diagnosis.

Frailty

In medicine, frailty defines people who are at highest risk of adverse outcomes such as falls, disability, admission to hospital, or the need for long-term care. (NHS England)

PIP

Personal Independence Payments.

PTSD

Post-traumatic stress disorder. It's defined by the NHS as a mental health condition caused by very stressful, frightening or distressing events.

Reflective Practice

A group setting support mechanism for our client-facing staff. Discussions include problem solving, sharing learning and challenges.

Signposting

We're not always the best people to help but we can point clients in the right direction to get the help they need. Sometimes, this may also include a referral to another service.

SMI

Severe Mental Illness, defined as people with psychological problems that are often so debilitating that their ability to engage in functional and occupational activities is severely impaired. (gov.uk)

Social Prescribing

An approach that connects people to activities, groups, and services in their community to meet the practical, social and emotional needs that affect their health and wellbeing. (NHS England)

Our services

The next few pages cover each of our services and their impact in more detail.



I came in as a service user very broken and very isolated and my greatest fears, worries and anxieties came ahead and took me into a very dark space. My support workers patience, professionalism, rapport and empathy lifted me.



Pathways to Employment

In 2023–24 we supported **328** people in their employment journey through **2,361** sessions of support.



Service explainer

Who we support: People who are accessing secondary mental health services or whose mental health affects their ability to find or sustain employment.

What we do: Working with people for up to 12 months we offer:

- **Pre-employment support** to help people overcome the barriers stopping them from moving into employment.
- **Employment and retention support** to help people find, or return to, work and liaising with employers.
- **A Youth Employment Specialist**

Where to find us: In community venues close to where people live as well as drop-in sessions and in-reach into community hubs, CMHTs and Job Centres.

How the service is funded: NHS and Bradford Council Adult Social Care.



Highlights

- **91%** respondents had positive experience of the service.
- **60%** respondents agreed service has helped them to increase their skills.
- **29%** of people who accessed the employment support part of the service moved into paid employment or returned to work after long-term absence.



Insights

- **41%** of people supported have a SMI diagnosis, a 14% increase from 2022–23.
- **25%** of people with SMI, were not receiving any secondary care.
- **14%** of people accessing the service had co-occurring conditions/dual diagnosis.
- We have seen an increase in young people who are self-harming.



Amara's story



The Cellar Trust helped me to overcome my social anxiety and depression, find employment, and regain my confidence. I am so grateful for their support.



When I approached The Cellar Trust, I was experiencing severe social anxiety and depression. It was difficult for me to face people. Everything started from a bad experience at work, and after that, I was afraid to go to jobs.

My support worker provided me with the help and guidance I needed to manage my social anxiety and depression and find employment. The one-to-one support made me feel comfortable with the person I was in contact with. This slow process helped me to open up and share my thoughts and feelings.

My support worker took the time to chat with me which made me feel more at ease. They guided me through the job application and interview process and introduced me to SmartWorks, which is a charity that helps unemployed women to get back into work by providing them with clothes and coaching.

Another thing that The Cellar Trust did that no one else could have done was to make me familiar with the places where I was going for interviews or to work which made me feel less alone and more confident. They also provided me with emotional support and practical advice, which was invaluable.

The Cellar Trust helped me to overcome my social anxiety and depression, find employment, and regain my confidence. I am so grateful for their support.



HOPE

In 2023–24 we supported **331** people on their mental health journey through **3,199** sessions of support.

Service explainer

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 who 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-centred 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.

How the service is funded: Big Lottery Reaching Communities, NHS.

Highlights

- We delivered more sessions of support in 2023–24 with an increase of **55%** on last year.
- **95%** people we surveyed agreed that service has helped them feel listened to.
- **83%** of people felt that they received support from the service that they couldn't have got anywhere else.
- **79%** of people showed an improvement in their wellbeing score with an average increase of **76%**.

Insights

- **74%** of people we supported were new and first-time users of the service
- **70%** of people offered support have a SMI and **30%** were from ethnically diverse communities.
- **25%** of the people we supported were LGBTQ+
- We have seen an increase in people with PTSD (**54%** of people seen) and with a history of child abuse (**77%**) or sexual abuse (**55%**).



Aisha's story



I now feel more in control and have coping skills that I didn't have before. I know where to go if I need support in the future and I am feeling hopeful for the future.



Aisha was struggling with severe anxiety and felt very isolated due to not speaking English. She was struggling to leave her home and to find the right support, which was having a severe impact on her mental wellbeing.

She needed a service which could provide support with interpreter assistance and the space and time to talk about her feelings. She also needed support in referring into other appropriate services.

We provided sessions with an interpreter and gave Aisha the time to talk about how she was feeling. We also referred her into our Trust Therapies service and gave her links to websites that had coping techniques in her own language, for when she was feeling overwhelmed. We encourage Aisha to feel more in control and to independently manage her wellbeing.

We referred into other local services, and she is now attending a support group and making new friends and has started to learn English. The peer support worker shared some of their own personal experiences with anxiety which helped Aisha to feel heard, accepted and more supported. It gave her hope that things can improve.

Aisha is now better able to control her anxiety and wants to leave her home instead of isolating herself. She now has a daily routine in place, is sleeping better and spending more time with her family.

"The sessions have really helped me relax, as I have been able to say how I feel and in my own language with the help of the interpreter. I now feel more in control and have coping skills that I didn't have before. I know where to go if I need support in the future and I am feeling hopeful for the future."



MAST

Multi-Agency Support Team

In 2023-24 we delivered **7,484** sessions of support in hospital and **2,253** sessions in our communities.

Service explainer

Who we support: We 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.

Where to find us: In Bradford Royal Infirmary and Airedale General Hospital and out in the community close to where people need us.

How the service is funded: NHS and Bradford Council Adult Social Care.

Highlights

- We delivered **64%** more sessions of support in our hospitals.
- **91%** of people did not re-present at A&E with the same issue (86% in 2022-23).
- The people we supported rated the team on average **4.94** out of 5.
- **44%** increase in the number of people who reported being able to manage their own physical/mental wellbeing after our support.
- **44%** increase in the number of people reporting they had the tools to manage their distress when in crisis after our support.
- **66%** increase in the number of people reported they knew the services available to them after our support.
- **47%** increase in the number of people who said they felt supported and connected to the wider community after our support.

Our partners:



Insights

- We have seen increased demand, particularly for community support with the highest level of demand being for mental health.
- We have seen more people struggling with both mental health and alcohol use and many hospital re-admittance cases are related to alcohol misuse.
- We have more referrals for people experiencing mobility issues and inability to access support due to physical/psychological challenges.



MAST is a fantastic example of collaborative working across health and care services and sectors for the benefit of a community of people. The project’s concept and design enables NHS West Yorkshire, as the commissioner, to blend funding with the Local Authority and work in equal partnership with the voluntary and community sector. There are multiple benefits and positive results from the project, primarily more tailored and effective care for local people in their communities. The NHS benefits in a variety of ways, including mental health and acute services working more effectively, and enabling service users to access more appropriate care. Having met someone recently who benefitted from the project, she shared that it had in some ways saved her life. I share MAST as a best practice example of our work across sectors in our West Yorkshire Health and Care Partnership, especially with NHS colleagues nationally.



■ Cathy Elliott, Chair of NHS West Yorkshire



The MAST team have become an integral part of the ED team supporting us to give holistic care, supporting patients with complex health and social needs and reducing health inequality. Working with the MAST team looking at high intensity users in ED and developing plans to support them in ED and the community has had a huge impact in supporting a complex group of patients and reducing unnecessary attendances to ED. The ED team really benefit from having this alternative pathway to refer patients to and the collaborative working between ED, the MAST team and other services allows patients to get the right care in the right place at the right time.



■ Emma Clinton, ED Service Manager, Bradford Royal Infirmary

Trust Therapies

In 2023–24 we supported **1,270** people overcome challenges through **5,506** sessions of support.



Service explainer

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

What we do: Our counselling and psychotherapy 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 people 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.

Where to find us: Sessions are delivered at our sites in Shipley and Keighley as well as online.

How the service is funded: NHS, Earned income.



Highlights

- We have supported **57%** more people.
- We have delivered **43%** more sessions this year, in part due to our successful student programme.
- **99%** of the people we surveyed said they would recommend the service.
- **91%** of people surveyed reported an excellent improvement in wellbeing.



Insights

- With growing waiting lists for children's statutory services, we have seen an increase in demand for this age group and have responded by recruiting and training more specialist staff.
- There has been an increase in people struggling with somatic illness – when a focus on pain causes emotional problems or a mental illness or trauma is the trigger for physical illness or pain. Also, stress and workplace anxiety are more prevalent and may be the result of Covid and the world returning to normal.
- We have seen an increase in female clients referring on the grounds of Perimenopause, Menopause and hormonal imbalances and their impact on mental health.



Clara's story

Clara was able to become aware of how her past had impacted on how she struggled to show and accept positive emotions and feelings.

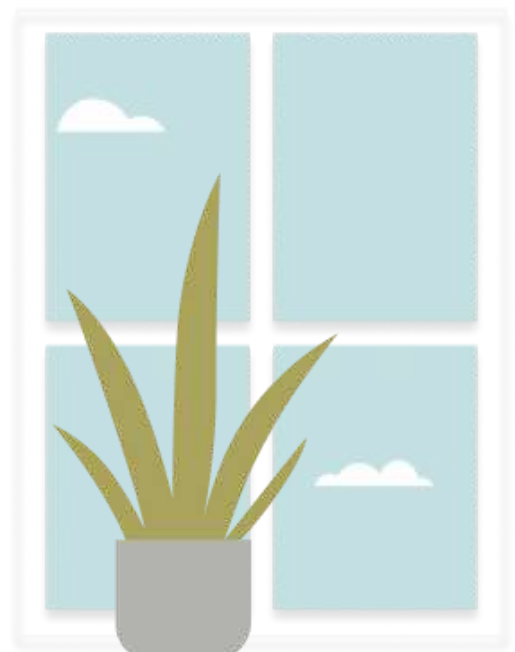
Clara came to us when she recognised a growing sense of low mood and feeling disconnected from her family. As a child, Clara had been orphaned and raised in care and had always struggled with aspects of her upbringing but kept busy as a way of coping. With age and health deterioration, she was finding it harder to cope with how she felt.

She needed a space to offload what she called 'baggage', to improve her relationships with others and herself. Clara's sessions with her therapist were an opportunity to share her life experiences and earliest memories and to feel validated and reassured.

As she explored these experiences and with use of reflection, Clara was able to become aware of how her past had impacted on how she struggled to show and accept positive emotions and feelings. With time and space to talk, she was able to accept how challenging her life had been through no fault of her own.

As a result, Clara was able to begin hugging her family and recognise how good this felt. She was able to identify how this was never taught to her via parental role models or personal experience in her past acknowledging that, until this point, she perhaps hadn't known how to accept or show love.

At the end of our sessions, the client shared how our time together had helped her gain permission to be herself and felt more empowered to deal with the future.



Reach

In 2023–24 we supported **378** people towards their goals through **2,507** sessions of support.

Service explainer

Who we support: People struggling with SMI who are currently being supported in secondary mental health services in Bradford District.

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. Alongside our partner, HALE, we can offer a range of specialist expertise within the team including:

- dual diagnosis workers
- ‘transition’ support to help people access mainstream opportunities and groups following on from their period of support with the team

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.

How the service is funded: Bradford Council Adult Social Care.



Highlights

- We appointed a Transition Worker to develop links with mental health hospitals, to ensure people with a SMI leaving hospital are supported with their transition back into the community. Our transitional work offers up to 6 months of support from discharge and aims to promote social inclusion and reintegration into the wider community.
- We appointed a Co-Production Worker to strengthen our relationships with CMHT's, deliver steering groups to capture feedback from clients and lead professionals and shape our service. We have been working collaboratively with HALE, to develop community networks and expand our client-centred groups and activities.

Insights

- Increasing referrals from people with drug or alcohol dependency, who frequently experience crisis.
- Although this service is up to 6 months, we are seeing an increase in re-referrals for additional support.
- We see first-hand the pressures experienced in statutory services, for example the high caseloads and high turnover of staff in the NHS.
- A lack of available inpatient beds means a higher level of complexity, acuity of mental health problems and risk being held in organisations like ours.

Joel's story



No amount of training would ever show or teach the compassion, understanding, and patience that I have received. For that I am truly grateful.



Joel was struggling with mental health problems alongside complex physical health issues. He is the main carer for his wife who also has complex physical health needs. They have a teenager at home with additional needs and they have not felt supported with this.

Joel lived and slept in the lounge and had not slept in a bed for about 7 years. As a full-time carer, he is often up during the night. His mental health was being affected by his inability to cope and lack of sleep. He often felt suicidal and would drive and park the car up just to get away from homelife. When Joel came to us it was important for him to meet his support worker outside of the house to give him a break and to have some time out for himself.

His Reach support worker met with him on a regular basis, signposting Joel for further support such Making Space Carers, men's support groups such as Men's Sheds, workshops, local churches with drop-in sessions so he can pop in for a chat and a drink.

Joel also received information on autism support groups, seminars and parent support as well as other specialist support for his child.

"The service provided has been fantastic. I feel the 6 months has gone very quickly and I have appreciated the sessions to get out of the house, have someone neutral to talk to and with information given on groups and services. Her input has very much been appreciated, more than I can tell you. No amount of training would ever show or teach the compassion, understanding, and patience that I have received. For that I am truly grateful."



Safe Spaces

In 2023–24 we supported **2,593** people in crisis through **13,170** sessions of support.



Service explainer

Who we support: Children and young people (CYP) and adults in emotional distress or crisis.

What we do: Safe Spaces, which is jointly led with Mind in Bradford, offers urgent mental health support, 365 days a year, from our trained crisis support workers. People 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 crisis support for children and young people 7 days a week from 3pm–9pm.

Where to find us: All age hubs in Bradford and Keighley and a CYP hub in Shipley. We also have 14 drop-in locations across the District delivered by our partner organisations.

How is this service delivered: Led in partnership with Mind in Bradford and delivered by Brathay, Bangladeshi Youth Organisation, Pioneer Projects, Touchstone SELFA, Khidmat Centre, Girlington Centre Project 6 and Missing Peace.

How the service is funded: NHS



Highlights

- Increase of **42%** in people supported.
- Increase in sessions by **105%** from 2022–23.
- Distress scores across the year demonstrated an average **55%** reduction in distress following a session with us.
- We launched our direct conveyance route with Yorkshire Ambulance Service in November 2023. From November to April 2023–24, **53 people** came through this referral route, reducing pressures on A&E and providing an approximate cost saving of **£41,605** in ambulance mental health resources.
- We redeveloped our CYP offer launching our new service in February 2024 to provide a 365 day per year, one-to-one and group support service for CYP.
- Our crisis drop-ins have provided approximately **3,300** support attendances this year.
- We employed an Inequalities Link Worker to raise awareness and understand what people from diverse backgrounds need when it comes to crisis support.



Insights

- Most clients referred have a diagnosed mental health condition, with depression the most common diagnosis.
- Suicidal thoughts/ideation and loneliness are some of the primary reasons for accessing the service.





Staff are lovely, very professional and courteous. Other services could learn a lot from Safe Spaces. 5-star service from Mental Health Response Vehicle Team and highly regarded by patients we refer.



■ Yorkshire Ambulance Service



The place is a literal haven from the panic and insecurity I have sometimes felt. It is a life-saver, and such a comfort to know that someone can speak to you in person during periods of isolation.



■ Ann, Safe Spaces service user



Absolutely brilliant – I felt acknowledged and seen. It's the small things that have made such a huge difference. I feel like such a weight has been lifted – cannot even find the words to explain how much it helped. I am so grateful”



■ Tom, Safe Spaces service user



Really straightforward and 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

Training

In 2023–24 we trained **2520** people in mental health and delivered **409** sessions of training.



Service explainer

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 workplaces and support the people they employ.

What we do: We deliver a range of training including our own Level 3 accredited Peer Support Training and Talking Therapies Psycho-Education courses to individuals and organisations locally and nationally.

How the service is funded: NHS Talking Therapies (Bradford District Foundation Care Trust), West Yorkshire Police, Earned income



Highlights

- Our Peer Support Training (Level 3) was delivered to **246** individuals with an average feedback score of **4.7** out of 5.
- Over **1,000** West Yorkshire Police staff have received mental health training with an average **42%** increase in outcomes.
- NHS Talking Therapies sessions delivered to over **1,200** individuals.



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.

SMI-LE

Short-term emotional support for people who are receiving support from or on a waiting list for a CMHT, working with Mind in Bradford, Horton Housing and Inspired Neighbourhoods.

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.

HOPE Modality

Offering a 12-week peer support service, helping people experiencing a variety of mental health difficulties. When attending a GP in the Modality partnership – clients can be referred through for weekly sessions, with one of our peer support workers. This is to give them additional help in a safe and confidential space and alleviating some pressure on GPs.



I honestly don't know if I would still be here, you have saved my life. When you called me, you knew I needed help instantly.



■ Martin, HOPE Modality client



Thank you for listening to me, I have been all alone most of my life and it really helps having a safe space to off load where I don't feel judged. I can just be me.



■ Peter, HOPE Modality client



Our organisation

The next few pages cover more about our people, place and finances.



Never doubt that a small group of thoughtful citizens can change the world. Indeed, it is the only thing that ever has.



■ Margaret Mead, Anthropologist



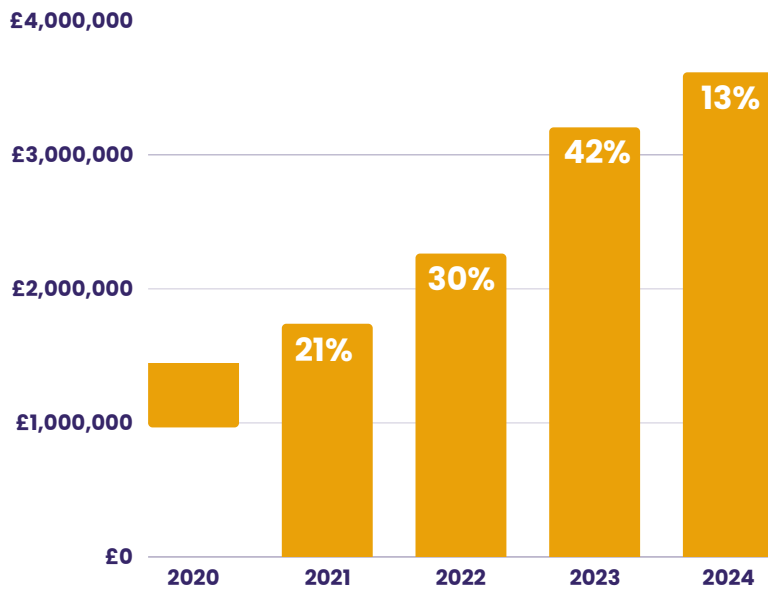
Estates

This year saw continued engagement around our major capital development as part of the Shipley Towns with planning permission for the redevelopment of our Farfield Road Office confirmed. We said a temporary goodbye to the former St Walburgh School and our home for over 20 years and relocated our Shipley-based team to nearby premises.

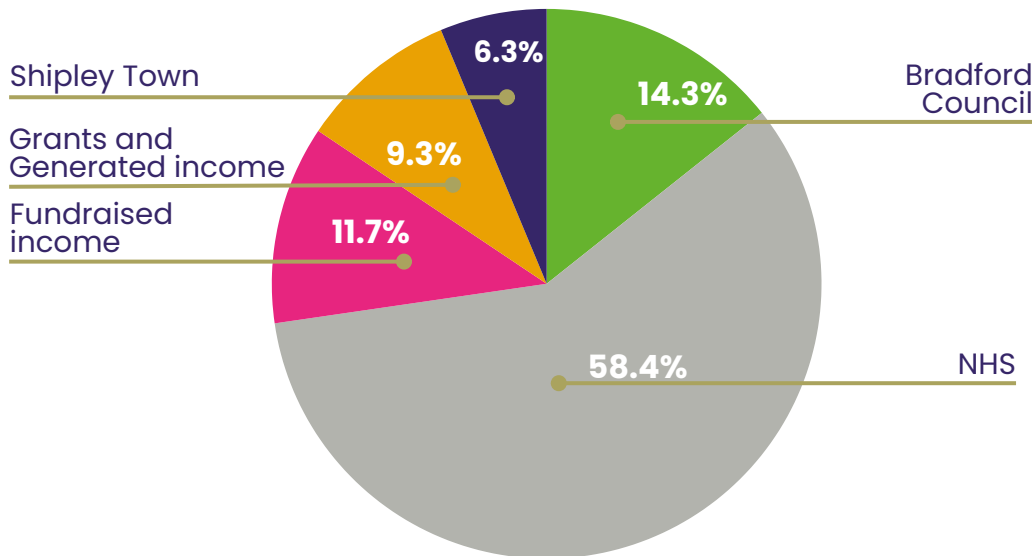
Following a tender process, we were pleased to appoint local contractors Whitaker and Leach to work alongside local architects, Rance Booth Smith, to deliver our new site due for completion in Summer 2025.



Income 2023-24



This year has seen further organisational growth for us. The income has risen this year by **£410,655**, a **12.8%** increase assisted by the new Shipley Town fund which generated **£227,185**. The income from statutory bodies including Government local authorities and the NHS was **£2,855,676**, an increase of **18%**. The income from fundraising, grants from raising funds was **£759,931** which a decrease of **2%**, reflecting the end of some long-term grant funding.

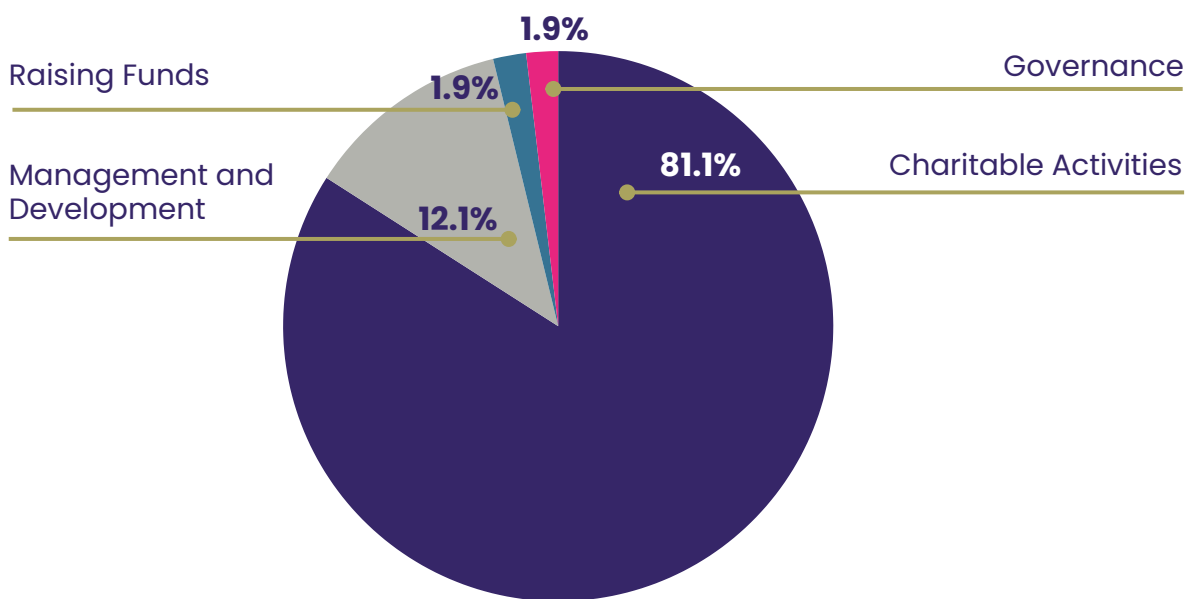


	Bradford Council	£517,589
	Bradford District and Craven Health and Care Partnership	£154,030
	Clinical Commissioning Group	£1,956,872
	Fundraised income	£422,682
	Grants and Generated income	£337,249
	Shipley Town	£227,185

Grand total **£3,615,607**

Expenditure 2023-24

The total amount spent was **£3,616,723** which is an increase of **6%** over the previous year. Our largest expenditure was wages at **£2,115,108** of which **80%** was for frontline staff. The redevelopment of our site has started, and we have spent **£262,356** during the year.



	Charitable Activities	£3,040,332
	Management and Development	£438,813
	Raising Funds	£70,154
	Governance	£67,424
Grand total		£3,616,723

Our people

We are an organisation of **89** employees plus **30** therapy associates.

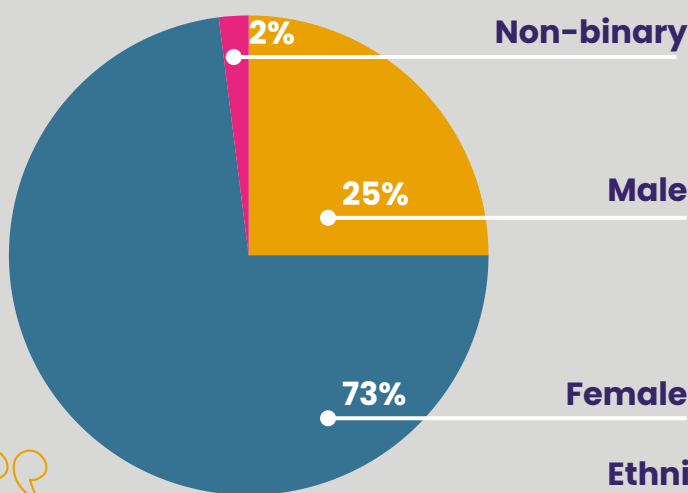
Creating a great place to work where people can thrive and deliver fantastic services is a key strategic priority for our us. Following the previous year of significant organisational growth including a merger and TUPE from 4 different organisations, the focus for this year was on making sure that we have fit-for-purpose HR systems, policies and processes.

This year we carried out an organisational restructure, redeveloped all our main People Policies, implemented a new HR System and restructured our People Team including appointing our first Director of People.

We also reviewed and redeveloped and simplified our pay-scales including ensuring continued commitment to the Real Living Wage. This was essential for us, as amidst a cost-of-living crisis, we recognised that lower than market rates had started to lead to us losing great people.

The pay increase accounted for much of the agreed financial deficit for 2023/24 and was reflective of a strategic decision by the Board to continue to invest in our colleagues so that we can recruit and retain the best people for our services and pay them as fairly as we can within our means.

Our staff:



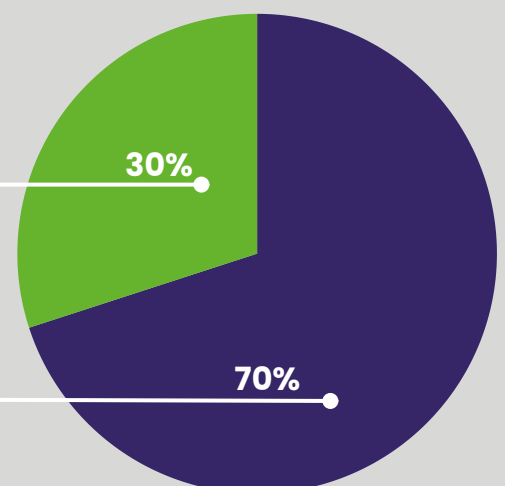
There is no role quite like a hope peer support worker. I love my role because it is a privilege to meet others but that they also trust me with their emotions and how they are feeling. I do not take it lightly how hard this can be.



11% of our colleagues are LGBTQ+ which compares to **3.3%** of the population identified as LGB in the 2022 Annual Population Survey

Ethnically diverse

UK white



Jodie's story



I always used to think 'oh I will never be able to do that' and every time I was asked 'why not?' With the continuous support and encouragement, I now manage the team I initially started volunteering for.



Before joining The Cellar Trust, I had a varied employment history – I still couldn't decide what I wanted to be when I grew up! After my daughter was born my partner at the time unfortunately became unwell with his mental health and I had to make the choice to give up work to care for both him and a newborn. It was during this time I finally had that 'lightbulb' moment. My partner had accessed The Cellar Trust for support, seeing the work that was done with him and the results which came from the support he received inspired me to pursue a career within Mental Health.

I initially started volunteering within the Employment Service at The Cellar Trust, supporting co-facilitated groups. I loved seeing the difference these groups made to people's wellbeing and seeing them grow in confidence. In 2017, I was offered a part time role and within 18 months I had progressed to working full time and managing the contract I was working on.

During the 7 years I have been with The Cellar Trust I have had the continued support from managers even when times have been challenging. Just having that belief in me, which I didn't have in myself, has really driven me to continue to better myself. I have had the opportunity to complete a Diploma in NLP, complete management training and I am currently undertaking a Level 5 Qualification in Coaching and Mentoring.

I always used to think 'oh I will never be able to do that' and every time I was asked 'why not?' With the continuous support and encouragement, I now manage the team I initially started volunteering for.

The Cellar Trust genuinely changed my life, and my daughter's life for the better. I certainly wouldn't have been able to access the opportunities or made some of the major life changes I have, without the support from the amazing team here.

I am so proud to be able to look back and see the journey I have been on and I owe a lot of that to the support I have received.

Our communities Equity, diversity and inclusion (EDI)

We're a large mental health charity in our local area, so we feel a strong sense of responsibility to do everything we can to help to tackle the wider health inequalities and social injustice. It's who we are. We continue to make positive progress to enhance the diversity of our workforce and to improve our reach and remove barriers to accessing our services. We recently carried out a review of our EDI strategy to look at progress made since the launch in 2022.

Theme 1 – Delivering accessible and inclusive services

Our focus has been to spend more time in the local community and engage with people through a range of events and grassroots organisations. Raising awareness of our work but, crucially, to listen and understand the barriers to accessing support. We are gradually building hard-won trust. And it's worth it.

Building this trust takes time but things are changing slowly as people see us take meaningful actions. Vital to this work is the role of grassroots organisations – our trusted partners. They help us reach into ethnically diverse communities and make connections.

This year we piloted an approach to funding and working collaboratively with five community organisations to capacity-build around peer support skills. Working alongside colleagues at Connecting Roma, The Gurlington Centre, New Libya Society, The Good Shepherd and Karmand Centre, we provided accredited peer support training to establish peer support groups for the local communities.



You can read more about our Community Engagement project in **“Connecting with our communities, Our impact 2023-24”**.

Taking insight from listening and learning, the team have started a programme of work on a service-by-service basis, as well as an organisation, to look at how improvements can be made, and new ideas trialled. For example, we have been streamlining our referral processes and redeveloping our website to improve accessibility.

One of the most significant meaningful changes that we can make is through the design and delivery of our major contracts and how we work with smaller diverse organisations through services such as Safe Spaces.

This year **26.2%** of our income has been transferred to other organisations in the District.



Stigma in some of our communities around mental health will change but it will come from the communities themselves and our role is to support them on this journey.



Theme 2 – Recruiting and retaining a diverse workforce, and ensuring an inclusive workplace where colleagues can thrive

We are on a journey to improve diversity in our workforce and we are proud to be making the changes needed as an organisation. And we've been truly rewarded in our ethnic diversity and other protected characteristics that add so much to our dynamic.

There is no single action that has led to this improvement, however, fundamental changes to our recruitment process, gathering workforce data, our presence in the community, our communications and marketing, and proactive approaches around employee communications, involvement and engagement have led to a significant change. And we will continue to strive to be truly representative of the communities we serve. In-line with our strategy, for a number of years, we have proactively recruited people with experience of mental ill-health.

Therefore, it's a given that we have a high level of staff who would classify themselves as having a long-term health condition. This year, however, we have seen an increase in colleagues with concurrent chronic physical health conditions or disabilities.

In addition, whilst a key focus of the organisation has been on improving the ethnic diversity of the workforce, creating an inclusive environment where people can be themselves is something which makes a difference to us all. **11%** of our colleagues are LGBTQ+ which compares to 3.3% of the population identified as LGB in the 2022 Annual Population Survey conducted by the ONS. But we know many LGBTQ+ people hide their sexuality at work, and we will strive to improve to make our place a place where people can be themselves.

Theme 3: Leadership and governance

After we diversified our Board in 2022, we have seen significant improvements in the overall ethnic diversity of the wider staff team. We know we have some way to go in terms of the leadership team and this will take time but will be a key focus as we implement our refreshed strategy.

Our work around leadership and governance is 2-fold:

- Enhancing the diversity of our leadership within the organisation.
- The allyship and advocacy we undertake in the wider health and care system.

Our greatest leadership and governance challenge is to continue to retain the high profile and investment in EDI as an organisation at a time when we face increased financial constraints. The Board and Leadership Team, have continued to recognise the crucial strategic importance of this work as fundamental to the success of our organisation and the impact we can have.

Externally, our CEO Kim Shutler plays a dual role between The Cellar Trust and West Yorkshire Health and Care Partnership which have shared ambitions around driving change.



I work with groups that are from diverse communities and Kim has been an integral part of my work in terms of her leadership position and influencing powers. She has been the trailblazing leader in the Women in Governance work that I have been leading on. This piece of work is the first of its kind in the country that aims to get women of all geographical areas of Bradford and all protected characteristics into Board positions.



■ Kaneez Khan, Coordinator, Near Neighbours and Chair, West Yorkshire VCSE Voices



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