

**REGISTERED CHARITY NUMBER: SC047357**

**Report of the Trustees and**  
**Unaudited Financial Statements for the Year Ended 31 July 2020**  
**for**  
**Mind Your Head**

## Mind Your Head

### Report of the Trustees for the Year Ended 31 July 2020

The trustees present their report with the financial statements of the charity for the year ended 31 July 2020. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015).

Mind Your Head was born as a result of funds raised at Gary Manson's funeral in 2004. Gary suffered from mental health problems for many years and was unable to find the kind of sustained therapeutic support that he could have benefited from in Shetland.

Since Gary's death and the creation of Mind Your Head we have also received donations from a variety of sources. There is no doubt that Mind Your Head has struck a chord with many people in the community and we feel strongly that Mind Your Head should be a sustainable group that can aim to reduce the stigma of mental ill health that continues to exist in Shetland and to help fill some gaps that exist in the current service provision.

### **OBJECTIVES AND ACTIVITIES**

#### **Objectives and aims**

We want Shetland to be a place where mental health is supported positively within the community and people do not feel isolated because of mental illness.

#### **Outcomes**

- People do not feel isolated
- People are more aware and understanding
- People know where to access help
- People are able to access support services
- People are able to offer support to one and other
- Mind Your Head is a thriving organisation delivering to the Shetland community
- Mind Your Head is supported by the local community

#### **Objectives**

- Deliver an informed annual programme of awareness raising activities throughout Shetland which explore and improve understanding of mental health and wellbeing in the community
- Improve access to support and information relating to mental health and wellbeing and in doing so successfully launch support services targeted at young people and adults
- Ensure our organisation's programmes, activities and services are monitored, evaluated and planned efficiently with effective governance and appropriate management of finance, administration and staffing

## Mind Your Head

### Report of the Trustees for the Year Ended 31 July 2020

#### **OBJECTIVES AND ACTIVITIES**

##### **Wellness Programme and Wellness Together Programme**

On the 31st July 2020 we came to the end of the three year pilot of the Wellness Programme and Wellness Together Programme. The response to the service has exceeded our expectations, far exceeding our targets set by the funders.

At the end of the pilot, we have taken 495 referrals against a target of 455, which demonstrates a previous gap in provision and an ongoing demand for this much-needed support for the Shetland population. We have seen increases at certain times of the year but have always maintained a steady flow of referrals and are proud of the fact that we have supported a significant number of men when it is widely recognized that men can be more reluctant to ask for help.

Since the launch of the service we have received feedback from GPs who have seen a decrease in the number of patients attending their practice for a chat. The service, now widely known across Shetland and its isles, has an excellent reputation amongst professionals and people that have used it. The majority of referrals to the service are still self-referrals but over the years we have seen increases in referrals from GPs, Advanced Nurse Practitioners, Health Visitors, Employers and Maternity Services to name a few. In year 2 we saw a 50% increase in referrals from Primary Care.

The Adult Community Mental Health Team (CMHT) works closely with us and are discharging their patients and signpost them to our service where appropriate. Our service can work with the individuals to put into practice what they have learnt during their time with the CMHT and reassurance around their mental health and wellbeing. We provide a much-needed service for GPs and Nurses to signpost to, and this is reflected by the many clients who state their GP recommended us.

We know from the data that we collect that the average age of our clients fall into the 26-64 years old demographic, but we have also had a consistent stream of referrals from the 25 years and under age group. The majority of people refer themselves to the service, which is preferable, as if they have contacted us themselves, then they are generally more committed to accessing our support and are more willing to engage with their support plans and activities.

The majority of people we support are from postcode areas ZE2 and ZE3. We have had a few referrals from the isles including Yell, Unst and Whalsay. What we have found is that people that live on the isles do not want us to visit them in their own homes but prefer to come and see us in Lerwick.

#### **ACHIEVEMENT AND PERFORMANCE**

##### **Charitable activities**

- We have continued to stay open and available for support during the Covid-19 Pandemic and lockdown. Although we have not been able to base ourselves at our usual premises, our practitioners have worked from home and have been able to contact clients by phone, email, video platform or in outside spaces, where allowed and appropriate. We have maintained contact with our existing and new clients when they needed it most.
- We continue to loan out SAD lamps to the public and continue to be as popular as in recent years.
- We launched the Feel Good Bags in May 2019. During the Covid-19 Pandemic lockdown we received a significant amount of donations from local community councils and were able to start making up Feel Good Bags for young people. During the period of August to April 2020 we gave out 56 feel good bags. From May 31st to the end of July 2020 we handed out 166 feel good bags during lockdown.
- The Act of Kindness advent calendar took place in December and we saw an increase in local companies donating prizes for the calendar.

##### **Fundraising activities**

- Mind Your Head raised £29,361 this year which was raised by fundraising over the year and charitable donations.
- We have designed a Fundraising Pack to hand out to people who are fundraising on our behalf as part of our Website and social media-marketing plan and this year we have seen an increased number of people raising money on our behalf via social media in particular Facebook.

Mind Your Head

Report of the Trustees  
for the Year Ended 31 July 2020

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Principal address**

Market House  
14 Market Street  
Lerwick  
Shetland  
ZE1 0JP

**Trustees**

K Nicolson	
Ms J Polson	
G Downing	
S Stove	
R Maclean	
S Thomas	
I Pritchard	- appointed 28.8.20
F Sewell	- appointed 11.6.20
F Spowart	- resigned 13.1.20
B Scobie	- appointed 11.6.20
	- resigned 20.8.20
G Gover	- resigned 28.9.20
G Howell	- resigned 21.1.20
N Hogmo	- appointed 11.6.20

**Independent examiner**

Wilma A Sim ACCA (Non-practicing)  
Bon Accord Accountancy Limited  
53 Carden Place  
Aberdeen  
AB10 1UP

**Management Committee**

Miss Kirsten Nicolson (Chair)  
Mr Jonny Polson (Vice Chair)  
Mr Ryan Maclean (Treasurer)

Approved by order of the board of trustees on 7 December 2020 and signed on its behalf by:



K Nicolson - Trustee

Mind Your Head

Statement of Financial Activities  
for the Year Ended 31 July 2020

	Not es	Unrestricted funds £	Restricted funds £	31.7.20 Total funds £	31.7.19 Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>					
Donations and legacies		29,362	-	29,362	21,111
Charitable activities Mind Your Head		119,348	-	119,348	110,441
Other income		<u>150</u>	<u>-</u>	<u>150</u>	<u>-</u>
<b>Total</b>		<b>148,860</b>	<b>-</b>	<b>148,860</b>	<b>131,552</b>
<b>EXPENDITURE ON</b>					
Raising funds	2	-	-	-	50
Charitable activities Mind Your Head		134,036	9,210	143,246	127,377
Other		<u>789</u>	<u>56</u>	<u>845</u>	<u>261</u>
<b>Total</b>		<b>134,825</b>	<b>9,266</b>	<b>144,091</b>	<b>127,688</b>
<b>NET INCOME/(EXPENDITURE)</b>		<b>14,035</b>	<b>(9,267)</b>	<b>4,768</b>	<b>3,864</b>
<b>RECONCILIATION OF FUNDS</b>					
<b>Total funds brought forward</b>		<b>80,468</b>	<b>9,669</b>	<b>90,137</b>	<b>86,273</b>
<b>TOTAL FUNDS CARRIED FORWARD</b>		<b><u>94,503</u></b>	<b><u>402</u></b>	<b><u>94,905</u></b>	<b><u>90,137</u></b>

The notes form part of these financial statements

## Mind Your Head

### Notes to the Financial Statements for the Year Ended 31 July 2020

#### 1. ACCOUNTING POLICIES

##### **Basis of preparing the financial statements**

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities and Trustee Investment (Scotland) Act 2005. The financial statements have been prepared under the historical cost convention.

##### **Income**

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

##### **Expenditure**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

##### **Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Fixtures and fittings - 25% on cost

##### **Taxation**

The charity is exempt from tax on its charitable activities.

##### **Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

##### **Pension costs and other post-retirement benefits**

The charity operates a defined contribution pension scheme. Contributions payable to the charity's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

#### 2. RAISING FUNDS

##### **Raising donations and legacies**

	31.7.20	31.7.19
	£	£
Support costs	<u>42</u>	<u>50</u>

Mind Your Head

Notes to the Financial Statements - continued  
for the Year Ended 31 July 2020

5. **COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued**

	Unrestricted funds £	Restricted funds £	Total funds £
<b>RECONCILIATION OF FUNDS</b>			
Total funds brought forward	79,156	7,117	86,273
	<u>          </u>	<u>          </u>	<u>          </u>
<b>TOTAL FUNDS CARRIED FORWARD</b>	<u>80,468</u>	<u>9,669</u>	<u>90,137</u>

6. **TANGIBLE FIXED ASSETS**

	Fixtures and fittings £	Computer equipment £	Totals £
<b>COST</b>			
At 1 August 2019	983	4,691	5,674
Additions	<u>-</u>	<u>498</u>	<u>498</u>
At 31 July 2020	<u>983</u>	<u>5,189</u>	<u>6,172</u>
<b>DEPRECIATION</b>			
At 1 August 2019	413	2,375	2,788
Charge for year	<u>143</u>	<u>703</u>	<u>846</u>
At 31 July 2020	<u>556</u>	<u>3,078</u>	<u>3,634</u>
<b>NET BOOK VALUE</b>			
At 31 July 2020	<u>427</u>	<u>2,111</u>	<u>2,538</u>
At 31 July 2019	<u>570</u>	<u>2,316</u>	<u>2,886</u>

7. **DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	31.7.20	31.7.19
	£	£
Trade debtors	143	162
Other debtors	<u>15,224</u>	<u>14,866</u>
	<u>15,367</u>	<u>15,028</u>

Mind Your Head

Notes to the Financial Statements - continued  
for the Year Ended 31 July 2020

9. MOVEMENT IN FUNDS - continued

**Comparatives for movement in funds**

	At 1.8.18 £	Net movement in funds £	At 31.7.19 £
<b>Unrestricted Funds</b>			
General fund	79,156	1,312	80,468
<b>Restricted Funds</b>			
Robina Goodland Memorial Trust	479	(20)	459
Education Fund	<u>6,638</u>	<u>2,572</u>	<u>9,210</u>
	7,117	2,552	9,669
<b>TOTAL FUNDS</b>	<u>86,273</u>	<u>3,864</u>	<u>90,137</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	125,752	(124,440)	1,312
<b>Restricted funds</b>			
Education Fund	5,800	(3,228)	2,572
Robina Goodland Memorial Trust	-	(20)	(20)
	5,800	(3,248)	2,552
<b>TOTAL FUNDS</b>	<u>131,552</u>	<u>(127,688)</u>	<u>3,864</u>

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.8.18 £	Net movement in funds £	At 31.7.20 £
<b>Unrestricted funds</b>			
General fund	79,156	15,347	94,503
<b>Restricted funds</b>			
Robina Goodland Memorial Trust	479	(77)	402
Education Fund	<u>6,638</u>	<u>(6,638)</u>	-
	7,117	(6,715)	402
<b>TOTAL FUNDS</b>	<u>86,273</u>	<u>8,632</u>	<u>94,905</u>



Mind Your Head

Detailed Statement of Financial Activities  
for the Year Ended 31 July 2020

	31.7.20	31.7.19
	£	£
<b>INCOME AND ENDOWMENTS</b>		
<b>Donations and legacies</b>		
Donations	<u>29,361</u>	<u>21,111</u>
	29,361	21,111
<b>Charitable activities</b>		
Workshops	-	200
Client support	4,699	162
Grants	114,649	104,897
Fun run 2018	-	3,836
Fun run 2019	<u>-</u>	<u>1,346</u>
	119,348	110,441
<b>Other income</b>		
other income	<u>150</u>	<u>-</u>
<b>Total incoming resources</b>	148,859	131,552
<b>EXPENDITURE</b>		
<b>Charitable activities</b>		
Wages	119,682	104,051
Social security	(3,502)	(851)
Pensions	5,558	4,870
Rent Of Offices	1,024	1,244
Insurance	899	139
Telephone	308	-
ICT and stationery	3,658	3,542
Advertising	7	207
Sundries	458	757
Promotional Material	983	(1,046)
Website	3,996	216
Travel costs	1,179	2,974
Training	126	110
Support service costs	1,098	4,240
Grubby hut costs	-	28
Subscriptions	80	20
Fun run 2018	-	3,405
Fun run 2019	100	292
Feel good bags	<u>7,070</u>	<u>2,699</u>
	142,724	126,897

This page does not form part of the statutory financial statements