

**REGISTERED CHARITY NUMBER: SC038381**

Report of the Trustees and  
Unaudited Financial Statements for the Year Ended 31 March 2015  
for  
Mind Your Head

Mind Your Head

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for the Year Ended 31 March 2015

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## Mind Your Head

### Report of the Trustees for the Year Ended 31 March 2015

The trustees present their report with the financial statements of the charity for the year ended 31 March 2015. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) 'Accounting and Reporting by Charities' issued in March 2005.

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.

#### **REFERENCE AND ADMINISTRATIVE DETAILS**

**Registered Charity number**  
SC038381

**Principal address**  
Market House  
14 Market Street  
Lerwick  
Shetland  
ZE1 0JP

#### **Trustees**

Miss N Halcrow	
Miss S Manson	
Miss B Robertson	- resigned 1.5.14
Miss C Pearson	- resigned 1.9.14
A Wishart	- appointed 23.9.14
Ms E Perring	- appointed 23.9.14

#### **Independent examiner**

Martin R Watt FCCA  
Bon Accord Accountancy Limited  
2 North Ness Business Park  
Lerwick  
Shetland  
ZE1 0LZ

#### **Management Committee**

Ms S Manson (Chair)  
Mr A Wishart (Vice)  
Miss N Halcrow (Treasurer)  
Miss E Perring (Secretary) - appointed 23/09/14  
Miss C Pearson - resigned 01/09/14  
Miss B Robertson - resigned 01/05/14  
Mrs E Robertson - resigned 15/03/15  
Ms W Stewart  
Mr Michael Stout  
Mr Peter Jack  
Mr Darren Blance  
Mr E Burgess - appointed 23/09/14  
Miss E Burgess - appointed 23/09/14  
Mrs V Nicolson - appointed 23/09/14  
Mrs G Gover - appointed 23/09/14

## Mind Your Head

### Report of the Trustees for the Year Ended 31 March 2015

#### **REFERENCE AND ADMINISTRATIVE DETAILS**

##### **Advisers to the Management Committee**

Miss K Smith (NHS/Choose Life)

Ms W Borrill (SIC)

#### **STRUCTURE, GOVERNANCE AND MANAGEMENT**

##### **Governing document**

The charity is controlled by its governing document, a deed of trust, and constitutes an unincorporated charity.

Mind Your Head formally adopted its Constitution on 23 January 2007 at its inaugural meeting and elected its first Management Committee.

Mind Your Head obtained charitable status on 21 June 2007 when it was registered with the Office of the Scottish Charities Regulator (OSCR).

At a meeting of Mind Your Head, held on 24th March 2014, a new organisational structure and constitution was agreed. It was agreed to apply to OSCR to transfer the unincorporated charity to that of a Scottish Charitable Incorporated Organisation (SCIO). This transfer is hoped to be complete by early 2016

##### **Organisational structure**

The Management Committee holds regular meetings and generally controls and supervises the activities of the charity. In particular, the Management Committee is responsible for monitoring the financial position of the charity.

##### **Risk management**

The trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error.

## Mind Your Head

### Report of the Trustees for the Year Ended 31 March 2015

#### **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*

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

##### *Objectives*

- o Deliver an informed annual programme of awareness raising activities throughout Shetland which explore and improve understanding of mental health and wellbeing in the community
- o 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
- o 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

##### *Purposes*

The organisation's purposes are:

- o to relieve those in need by reason of mental ill-health by
  - a) facilitating support for young people and adults experiencing mental ill-health
  - b) supporting people who care for others affected by mental ill-health
  
- o to promote equality & diversity by
  - a) reducing the stigma of mental health
  - b) improving awareness of mental health and wellbeing

##### *Principles*

1. To be realistic
2. To be sustainable

##### *Powers*

The organisation has power to do anything which is calculated to further its purposes or is conducive or incidental to doing so.

No part of the income or property of the organisation may be paid or transferred (directly or indirectly) to the members - either in the course of the organisation's existence or on dissolution - except where this is done in direct furtherance of the organisation's charitable purposes.

##### **Significant activities**

In order to achieve the charity's objectives, Mind Your Head will seek to pursue the following activities:

- To hold fund raising events on a regular basis. These events will also serve to promote mental health awareness and encourage involvement from individuals who may not normally have interest in / or have a fear of discussing mental health issues;
- To assist in the funding of appropriate counselling where gaps may exist;
- To assist in the funding of appropriate mental health / suicide training where gaps may exist;
- To undertake training/workshops in Schools on mental health issues (in partnership with other appropriate agencies)

## Mind Your Head

### Report of the Trustees for the Year Ended 31 March 2015

#### **ACHIEVEMENT AND PERFORMANCE**

##### **Charitable activities**

###### *Awareness raising activities:*

- o Suicide Prevention Awareness Week toured from Unst to Sumburgh. Piloted online promotions which reached in excess of 3,000 individuals and had 200 direct conversations and discussions about suicide prevention with members of the public. Event sponsored in kind by Jims Garage. Organised in partnership with Choose Life.
- o National Mental Health Awareness Week - online posts to promote mental health awareness. One post reached over 11,000 unique individuals. Main focus was Schizophrenia
- o Mental Health Matters (real life stories) - a series of stories published online, a short YouTube video plus a series of stories shared in the Shetland Times. A message was also promoted on SIBC at Christmas time themed on why people should be a 'good nose neighbour'
- o Men's Mental Health awareness was linked to suicide prevention week. A new Grubby Hut initiative was piloted at a local business in March
- o Launched new website in September featuring updated information on mental health and wellbeing. The site continues to receive over 1,000 hits per month.

###### *Educational initiatives:*

- o A range of accredited training and informal awareness raising workshops were delivered in the community or to voluntary organisations. Each session had an average attendance of 12
- o Completed a pilot project in Brae High School called 'Minders' which was partly funded by See Me. Pupils designed and delivered their own anti-stigma campaign in their school
- o 9 sessions were delivered in schools covering topics including stigma, suicide prevention, exam stress, bullying and self-harm. During the year we delivered sessions to over 500 young people aged 12 to 18.

###### *Support initiatives:*

- o Responded to an average of 5 signposting contacts per month. Contacts are received either online or by phone. Saw a marked increase in contacts from January to March 2015
- o Held over 40 consultation meetings with local services and agencies to inform planning for young people's support service (which is called Wellbeing 10) as well as adult services
- o Contracted Anouska Civico on a 6 month self-employed contract to lead research/consultation on adult support service development.

###### *Organisational activities:*

- o Attended mental health forum and local mental health partnership meetings
- o Supported and worked with over 50 volunteers - both regular and project specific
- o Held 10 board meetings and 1 AGM
- o Undertook Community survey which sought views on MYH activities as well as obtained suggestions on local support, stigma and proposed support services.

##### **Fundraising activities**

- o We were delighted to have 695 participants in the 2014 Fun Run & Walk, sponsored by TL Dallas. The event generated a £5,281 profit
- o We received over £28,455 of voluntary donations, which included donations toward our proposed support services

Mind Your Head

Report of the Trustees  
for the Year Ended 31 March 2015

**FINANCIAL REVIEW**

**Reserves policy**

The Committee are pleased to report that Mind Your Head have £49,946 of reserves held. Of this amount £637 was represented by Fixed Assets. The remaining £49,309 included £9,031 of restricted funds, meaning that there was a total of £40,278 unrestricted funds available to spend as at the report date.

The Charity's reserves policy is to maintain a sufficient level of reserves to enable operating activities to be maintained, taking account of potential risks and contingencies that may arise from time to time. The Committee have reviewed possible financial risks which may arise during the next three financial years to assist with its business and financial planning process and have identified the projected level of reserves which is required to manage these risks.

Funding priority three for the organisation is the creation of a new support service, which will launch in April 2016. With a view to securing external funding in 2015/16.

**RESERVES**

In 2013/14 we reported that in order to change external funders' assessments of financial need it was necessary for us to safely reduce our reserves to an appropriate level. During the last 12 months we have successfully reduced our unrestricted reserves to a level which we feel is appropriate for our organisation.

Approved by order of the board of trustees on 16 November 2015 and signed on its behalf by:



Miss N Halcrow - Trustee

Independent Examiner's Report to the Trustees of  
Mind Your Head

I report on the accounts for the year ended 31 March 2015 set out on pages seven to eleven.

**Respective responsibilities of trustees and examiner**

The charity's trustees are responsible for the preparation of the accounts in accordance with the terms of the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006. The charity's trustees consider that the audit requirement of Regulation 10(1)(a) to (c) of the Accounts Regulations does not apply. It is my responsibility to examine the accounts as required under Section 44(1)(c) of the Act and to state whether particular matters have come to my attention.

**Basis of the independent examiner's report**

My examination was carried out in accordance with Regulation 11 of the Charities Accounts (Scotland) Regulations 2006. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently I do not express an audit opinion on the view given by the accounts.

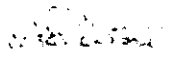
**Independent examiner's statement**

In connection with my examination, no matter has come to my attention:

- (1) which gives me reasonable cause to believe that, in any material respect, the requirements
- to keep accounting records in accordance with Section 44(1)(a) of the 2005 Act and Regulation 4 of the 2006 Accounts Regulations; and
  - to prepare accounts which accord with the accounting records and to comply with Regulation 8 of the 2006 Accounts Regulations

have not been met; or

- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

  
Martin R Watt FCCA  
Bon Accord Accountancy Limited  
2 North Ness Business Park  
Lerwick  
Shetland  
ZE1 0LZ

16 November 2015



Mind Your Head

Statement of Financial Activities  
for the Year Ended 31 March 2015

		Unrestricted funds £	Restricted funds £	31.3.15 Total funds £	31.3.14 Total funds £
<b>INCOMING RESOURCES</b>					
<b>Incoming resources from generated funds</b>					
Voluntary income		23,468	3,875	27,343	31,866
Activities for generating funds	2	12,690	-	12,690	14,237
Investment income	3	<u>283</u>	<u>-</u>	<u>283</u>	<u>449</u>
<b>Total incoming resources</b>		<b>36,441</b>	<b>3,875</b>	<b>40,316</b>	<b>46,552</b>
<b>RESOURCES EXPENDED</b>					
<b>Costs of generating funds</b>					
Fundraising trading: cost of goods sold and other costs		7,292	-	7,292	23,883
<b>Charitable activities</b>					
Mind Your Head		57,093	-	57,093	32,552
Governance costs		57	600	657	710
Other resources expended		<u>38</u>	<u>174</u>	<u>212</u>	<u>283</u>
<b>Total resources expended</b>		<b>64,480</b>	<b>774</b>	<b>65,254</b>	<b>57,428</b>
<b>NET INCOMING/(OUTGOING)</b>					
<b>RESOURCES BEFORE TRANSFERS</b>		<b>(28,039)</b>	<b>3,101</b>	<b>(24,938)</b>	<b>(10,876)</b>
Gross transfers between funds	8	<u>4,527</u>	<u>(4,527)</u>	<u>-</u>	<u>-</u>
Net incoming/(outgoing) resources		<b>(23,512)</b>	<b>(1,426)</b>	<b>(24,938)</b>	<b>(10,876)</b>
<b>RECONCILIATION OF FUNDS</b>					
Total funds brought forward		<u>64,427</u>	<u>10,457</u>	<u>74,884</u>	<u>85,760</u>
<b>TOTAL FUNDS CARRIED FORWARD</b>		<b><u>40,915</u></b>	<b><u>9,031</u></b>	<b><u>49,946</u></b>	<b><u>74,884</u></b>

The notes form part of these financial statements

Mind Your Head

Balance Sheet  
At 31 March 2015

	Notes	Unrestricted funds £	Restricted funds £	31.3.15 Total funds £	31.3.14 Total funds £
<b>FIXED ASSETS</b>					
Tangible assets	6	114	523	637	849
<b>CURRENT ASSETS</b>					
Cash at bank and in hand		40,858	8,507	49,365	74,035
<b>CREDITORS</b>					
Amounts falling due within one year	7	(57)	-	(57)	-
<b>NET CURRENT ASSETS</b>		<u>40,801</u>	<u>8,507</u>	<u>49,308</u>	<u>74,035</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>40,915</u>	<u>9,030</u>	<u>49,945</u>	<u>74,884</u>
<b>NET ASSETS</b>		<u>40,915</u>	<u>9,030</u>	<u>49,945</u>	<u>74,884</u>
<b>FUNDS</b>	8				
Unrestricted funds				40,915	64,427
Restricted funds				<u>9,031</u>	<u>10,457</u>
<b>TOTAL FUNDS</b>				<u>49,946</u>	<u>74,884</u>

The financial statements were approved by the Board of Trustees on 16 November 2015 and were signed on its behalf by:



Miss N Halcrow -Trustee



Miss S Manson -Trustee

The notes form part of these financial statements

## Mind Your Head

### Notes to the Financial Statements for the Year Ended 31 March 2015

#### 1. ACCOUNTING POLICIES

##### **Accounting convention**

The financial statements have been prepared under the historical cost convention, and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008), the Charities and Trustee Investment (Scotland) Act 2005 and the requirements of the Statement of Recommended Practice, Accounting and Reporting by Charities.

##### **Incoming resources**

All incoming resources are included on the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

##### **Resources expended**

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.

#### 2. ACTIVITIES FOR GENERATING FUNDS

	31.3.15	31.3.14
	£	£
Fun Run - Registration Fees	4,802	10,298
Fun Run - Sponsorship	4,186	1,300
Fun Run - Teas	1,120	617
Merchandise sold at events	180	1,488
Collaborations	-	534
Fun run reg fee 2013/14	2,402	-
	<u>12,690</u>	<u>14,237</u>

#### 3. INVESTMENT INCOME

	31.3.15	31.3.14
	£	£
Deposit account interest	<u>283</u>	<u>449</u>

Mind Your Head

Notes to the Financial Statements - continued  
for the Year Ended 31 March 2015

**4. TRUSTEES' REMUNERATION AND BENEFITS**

There were no trustees' remuneration or other benefits for the year ended 31 March 2015 nor for the year ended 31 March 2014.

**Trustees' expenses**

There were no trustees' expenses paid for the year ended 31 March 2015 nor for the year ended 31 March 2014.

**5. STAFF COSTS**

	31.3.15	31.3.14
	£	£
Wages and salaries	31,408	22,542
Social security costs	<u>229</u>	<u>1,169</u>
	<u>31,637</u>	<u>23,711</u>

The average monthly number of employees during the year was as follows:

	31.3.15	31.3.14
Team Leader	1	1
Project Worker	<u>1</u>	<u>1</u>
	<u>2</u>	<u>2</u>

No employees received emoluments in excess of £60,000.

**6. TANGIBLE FIXED ASSETS**

	Fixtures and fittings £	Computer equipment £	Totals £
<b>COST</b>			
At 1 April 2014 and 31 March 2015	<u>350</u>	<u>2,104</u>	<u>2,454</u>
<b>DEPRECIATION</b>			
At 1 April 2014	234	1,371	1,605
Charge for year	<u>29</u>	<u>183</u>	<u>212</u>
At 31 March 2015	<u>263</u>	<u>1,554</u>	<u>1,817</u>
<b>NET BOOK VALUE</b>			
At 31 March 2015	<u>87</u>	<u>550</u>	<u>637</u>
At 31 March 2014	<u>116</u>	<u>733</u>	<u>849</u>

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

	31.3.15	31.3.14
	£	£
Taxation and social security	<u>57</u>	<u>-</u>

Mind Your Head

Notes to the Financial Statements - continued  
for the Year Ended 31 March 2015

**8. MOVEMENT IN FUNDS**

	At 1.4.14 £	Net movement in funds £	Transfers between funds £	At 31.3.15 £
<b>Unrestricted funds</b>				
General fund	64,427	(28,039)	4,527	40,915
<b>Restricted funds</b>				
Robina Goodland Memorial Trust	929	(174)	-	755
See Me - Mind Your Head Project 2010/11	3,528	-	(3,528)	-
Carers Group	1,000	-	(1,000)	-
Cornhill Project	5,000	-	-	5,000
Junior Jarl Squad	-	1,010	-	1,010
In Memory of Vaila	-	2,265	-	2,265
	10,457	3,101	(4,527)	9,031
<b>TOTAL FUNDS</b>	<u>74,884</u>	<u>(24,938)</u>	<u>-</u>	<u>49,946</u>

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	36,441	(64,480)	(28,039)
<b>Restricted funds</b>			
Accountant Fund	600	(600)	-
Junior Jarl Squad	1,010	-	1,010
In Memory of Vaila	2,265	-	2,265
Robina Goodland Memorial Trust	-	(174)	(174)
	3,875	(774)	3,101
<b>TOTAL FUNDS</b>	<u>40,316</u>	<u>(65,254)</u>	<u>(24,938)</u>

Mind Your Head

Detailed Statement of Financial Activities  
for the Year Ended 31 March 2015

	31.3.15	31.3.14
	£	£
<b>INCOMING RESOURCES</b>		
<b>Voluntary income</b>		
Donations	27,342	22,866
Grants	-	9,000
	<u>27,343</u>	<u>31,866</u>
<b>Activities for generating funds</b>		
Fun Run - Registration Fees	4,802	10,298
Fun Run - Sponsorship	4,186	1,300
Fun Run - Teas	1,120	617
Merchandise sold at events	180	1,488
Collaborations	-	534
Fun run reg fee 2013/14	2,402	-
	<u>12,690</u>	<u>14,237</u>
<b>Investment income</b>		
Deposit account interest	283	449
	<u>40,316</u>	<u>46,552</u>
<b>RESOURCES EXPENDED</b>		
<b>Fundraising trading: cost of goods sold and other costs</b>		
Fun Run - Advertising	873	1,628
Fun Run - Sunday Teas	187	252
Just giving fees	18	216
Fun Run - T Shirts	3,763	2,578
Fun Run- Coach & Hall Hire	-	156
Fun run - Website	-	2,400
Promise event	-	269
Collaborations	975	1,462
Proactive	394	10,593
Virgin fees	-	120
Merchandise	-	3,736
Minders	898	473
Fun run support	184	-
	<u>7,292</u>	<u>23,883</u>
<b>Charitable activities</b>		
Wages	31,408	22,542
Social security	229	1,169
Rent Of Offices	10,994	5,261
Postage and stationery	457	332
Sundries	401	89
Promotional Material	855	112
Carried forward	44,344	29,505

This page does not form part of the statutory financial statements

Mind Your Head

Detailed Statement of Financial Activities  
for the Year Ended 31 March 2015

	31.3.15	31.3.14
	£	£
<b>Charitable activities</b>		
Brought forward	44,344	29,505
Website	213	187
Sponsorship	750	-
Payroll Costs	600	457
Employee Expenses	521	173
Training	3,778	243
Survey Costs	2,670	299
Supervision & development	101	1,688
Donations	400	-
Support costs	<u>3,590</u>	<u>-</u>
	56,967	32,552
<b>Governance costs</b>		
Accountancy	600	600
AGM	<u>57</u>	<u>110</u>
	657	710
<b>Other resources expended</b>		
Fixtures and fittings	29	39
Computer equipment	<u>183</u>	<u>244</u>
	212	283
<b>Support costs</b>		
<b>Finance</b>		
Bank charges	<u>126</u>	<u>-</u>
<b>Total resources expended</b>	65,254	57,428
	<u>        </u>	<u>        </u>
<b>Net expenditure</b>	<u>(24,938)</u>	<u>(10,876)</u>

This page does not form part of the statutory financial statements