

The Strettons Mayfair Trust Annual Review 2019



Run by the Community for the Community



About Us

The Strettons Mayfair Trust is committed to providing high quality services and support on a sustainable basis to improve quality of life and healthy living within the community.

Mayfair employs 36 staff, most of whom are part time (equivalent to about 16 full time staff). Their work is supplemented by around 350 active registered volunteers who more than double the weekly hours delivered. Financially Mayfair turns over about £0.6m per annum with 50% of income generated from its activities in support of charitable objectives, 40% from grants, service level agreements (contracts with local authorities) and restricted donations, 5% from donations, legacies and investment income and 5% from local fundraising.

Mayfair occupies three premises – the Community Centre leased from Connexus (formally South Shropshire Housing Association), the Health and Wellbeing Centre (HWC) leased from the NHS and a Portacabin on an industrial estate from which the Ring and Ride community transport service operates. Weekly client footfall is approximately 1,300, including 350 in the Health and Wellbeing Centre and over 300 Ring and Ride journeys each week. 89% of users saw their wellbeing improved, 81% made friends and 98% would recommend to others.

It is an important aspect of Mayfair's policy that each service is provided by trained and qualified staff fully competent in their areas of work. Where relevant, volunteers who support staff are trained and supervised to ensure levels of competence and regulatory compliance.

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Mayfair Values

- We value everyone and respect their individual skills, opinions and needs.
- The services we provide will be of high quality and will meet the needs of our clients.
- Professional standards will be maintained at all times in the delivery of services and activities.
- We believe it is important to empower people to look after themselves and to support each other.
- Mayfair is adaptable and responds to local needs and opportunities.
- We believe people of all faiths, race, gender, sexual orientation, national origin, personal values, age, disability and economic status have something to offer.
- Safety of clients, staff, volunteers and the public is paramount.
- Mayfair is accessible and welcoming.
- While maintaining financial independence and stability we will operate in a financially ethical manner.
- Mayfair is strengthened by working in partnership with other organisations for the benefit of the local community.
- Mayfair is committed to sharing what we do well with other communities and learning from other communities' practice.
- Mayfair recognises the importance of a holistic approach to supporting clients and referring people to other services available, internal and external to Mayfair, by working cooperatively with other agencies in the community who can deliver further support.

Introduction

Mayfair has always been fortunate to have a great team of staff and volunteers who deliver our range of services professionally and with a real personal touch toward all our users. They are also adaptable to change, keen to take on new challenges and ever willing to respond to the needs of our community.

In 2019 several long-serving staff moved on to new opportunities and we thank them for their contribution. While recruiting new staff we took the opportunity for some restructuring in the organisation. The teamwork in responding to the resulting changes has been outstanding and we are grateful to staff and volunteers who “went the extra mile” in support of the team. We acknowledge the contribution made by all our volunteers during the year. This certainly includes Charles Simmonds, a Trustee from 1997 and Chair of Trustees 2000-2008, who retired at the end of 2019.

Very importantly, a special word about leadership. Nicola Daniels our Chief Officer has managed Mayfair for 15 years and it is fitting that in 2019 her contribution to services for the community in South Shropshire was recognised by the award of an MBE in the Queen’s birthday honours list.

But the changes we saw in 2019 seem nothing compared with the impact of the Covid-19 epidemic that has struck in 2020. As members are only too well aware, Mayfair premises were closed at the end of March but we have continued to deliver critical services to people who depend on Mayfair. Many staff are now at home unable to work for one reason or another. Volunteers are similarly reduced in number. Day-to-day activity, although very different, is still central to Church Stretton life and is making a critical contribution to the well-being of many in our community.

The evolving situation represents the biggest threat that Mayfair has experienced and we are taking



urgent steps to protect the future of your charity as far as we possibly can. Fortunately financial reserves enable us to continue to operate for quite some time but of course the future is so uncertain that guarantees are impossible. The management and Trustees are taking exceptional measures to manage financial security by minimising expenditure and finding every possible source to sustain income while continuing to look after staff as well as is possible.

We are looking to the future, which is likely to be very different from the past, and we have adopted the maxim “to plan for the worst while hoping for the best”. Staff and Trustees are doing their

utmost to secure Mayfair’s future in serving the needs of the community of the Strettons.

A final special mention must go to the skeleton team of staff and volunteers who are keeping critical services running during these exceptionally demanding times.



Richard Elliott
Chair of Trustees

Supporting people at Mayfair

The Beacon (Daycare service)

2019 has been a journey for the Beacon Day Service. We were awarded a grant from Dunhill Medical Trust to help develop the service and the new plans started in January 2019. Of the many aspects to this the first thing was to reduce the open hours for the traditional service to 4 days a week (Mon, Wed, Thurs and Fri) to



consolidate numbers and to leave Tuesday as a development day, allowing us to try new ideas. We carried out consultation work to establish what the community wanted from a day service and then set out to improve the variety of activities on offer. We created a varied monthly activity programme that includes singers, arts and crafts, cookery, trips out and visits from school children and animals. We also have regular quizzes and puzzles to stimulate the mind as well as physical activities to keep the body moving.

Once our changes were in place we attempted to increase the publicity and awareness of the service, including producing a new information flyer. We trialled new services working in partnership with other community organisations where appropriate. These include:

Care and Share – a bi-monthly group for people with dementia and their carers to share company, activities and support. This is run in partnership with Shropshire Rural Communities Charity and has been particularly welcomed by couples who have struggled to find activities they can do together.

Breathing Space - Singing for Health and Wellbeing. This is a supported singing group for anyone, whatever their singing experience or ability, including (but not exclusively) people who have lost confidence in singing, are socially isolated or physically or mentally frail and need support. The project is facilitated by professional music leader Kate Buttolph supported by Beacon staff and volunteers. The group uses singing to promote wellbeing and provides a supportive environment and carer respite.

Pop Ups – As part of the development work we set out to promote Mayfair by showcasing some of the services offered in the wider area, trying to reach isolated people in the more rural communities. In 2019 we held Pop Up Mayfair sessions in Wistanstow and Cardington. Both were extremely successful and have brought new people to Mayfair and the Beacon.

Coach trips - In 2019 we ran two successful supported coach trips to see the summer flowers and for Christmas shopping.

The plan seems to be working and 2019 was a good year for the Beacon. Numbers have increased, the atmosphere is fantastic and people are very positive about the services offered.



“The whole day at the Beacon makes me go home feeling happy and excited for the next day.”

“I enjoy every minute in the Beacon, with such lovely people.”

“Everyone is so welcoming and caring. Nothing is any trouble. Everyone is so friendly and helpful. They are good at listening, which is so important if one lives alone or has anxiety issues”

44b's (Day Service for Adults with Learning Disabilities)

The 44b's, (providing day opportunities for adults with learning disabilities) are funded by Shropshire Council and the Basil Houghton Memorial Trust. They have had a difficult year with the sad loss of one of their service users and another moving on. They are a close group and a big part of the Mayfair family and we all shared their loss. Despite this the 44b's have had another busy and active year. They are fully integrated into Mayfair and use many of the services that Mayfair provides. These include the Zumba and Upright and Active classes, Walking for Health, the IT suite and both Cafés. Three of the group have work placements in the Health and Wellbeing Centre and work closely with the Beacon, supporting one individual across both services.



44b's enjoy regular activities which include: Shop and Cook; Art and Craft sessions; Horse Riding; Library visits; public transport to Ludlow, Shrewsbury and Bishop's Castle and the use of local leisure centres or swimming pools. They also like to attend many of the Beacon activities which have included quizzes, visiting singers, a Valentines Day disco and visits from the Pets as Therapy (PAT) dogs.

Outings in 2019 included the Ironworks at Oswestry, Discovery Centre Craven Arms, bowling at The Grove in Leominster, RAF Cosford, Acton Scott Farm Museum and canal boat trips. We work closely with outside agencies such as the Adult Social Care team, care agencies, Shared Lives, Enable, and health professionals, as well as families and carers, to ensure a complete service to the people we support.

In 2019 we received funding from the Basil Houghton Memorial Trust to refurbish the Star Bar. The new kitchen has created a safer and more pleasant area for the group to make their drinks and wash up independently. A new cooker was also purchased for the Activity Room to enhance Monday cookery sessions.

We enjoyed having Duke of Edinburg students and year 10 and 11 students from Church Stretton School joining the group at different times during the year. They brought youth and energy which our 44b's enjoyed. We have also had new member of relief staff and a new volunteer join us to support the group.

"I enjoy going and seeing friends and going to my placement. It's a good place to meet my friends."

Youth

We were delighted to see the return of a regular activity for young people at Mayfair last year. We supported Tom Wise and Kate Slater to start Loft Arts, a weekly drama group, by offering them space in the Activity room.



The group proved to be really popular and the session was attended by over 20 young people a week.

During the year Mayfair has also worked with other organisations in the town and young people at the school to progress the needs identified in the youth survey undertaken in 2018. Additional activities and entertainment for young people provided during the Frost Fayre were well received.

Crèche



We continue to support the Shropshire Domestic Abuse Service with their childcare requirements and are the only place in Shropshire where childcare is provided to enable women to attend the Freedom and Power to Change courses. We also provide flexible childcare for other children enabling their parents or grandparents to work, volunteer at Mayfair, take part in activities or attend appointments. The Crèche remains important to Mayfair as it keeps children and families at the heart of the Centre. It is only made possible by financial support this year, in particular from the Doris Cooper legacy.

In the 2019 questionnaires all Crèche users said their wellbeing had improved as a result of using the Crèche.

“Excellent positive ladies that work there. For a charity-led place it works so very well. Love the volunteers.”

“It’s a community facility that we should be proud of and which is the envy of other places.”

“Everything about the Mayfair Centre is brilliant. All the staff and volunteers are very nice. Young people are welcomed and people can sort out problems. Children can be left at the Crèche. It caters for all ages and abilities. We are so lucky to have it.”

Cafés

We have two welcoming Cafés available offering a wide range of food and drink. A choice of hot main meals is available in Mayfair between 12 noon and 2pm. These include a roast every day and a vegetarian option is always available. All meals are all freshly prepared by the cook on the day in our own kitchen, supported by volunteers. The Café in the Health and Wellbeing Centre offers a range of speciality coffees, smoothies, toasted sandwiches, homemade cakes and light lunches during the week until 3pm. These too are prepared in our own kitchen by a cook supported by a volunteer. This Café caters for many dietary requirements including gluten free and vegan. Both Cafes are great places to meet up with friends, as well as being popular with various groups. The Mayfair Listeners operate across both Cafés every day for a chat.

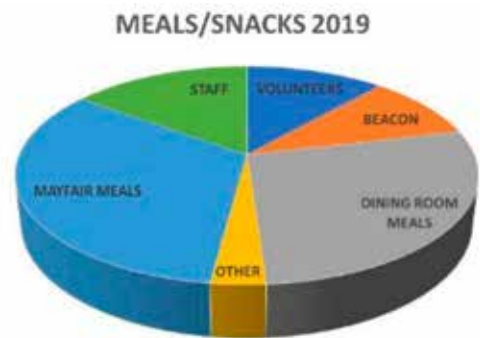


Once again, we were lucky to have the Breakfast Ladies serving breakfasts in the Community Centre Café on Saturdays during January and February 2019. These are always very popular and raise significant funds. In 2019 these funds - with others - were used to refurbish the Café with modern furniture. Not only did the refurbishment give more comfortable seating for Café users but it gave the space a bright new feel, enhanced by the amazing pictures created by the late Sylvia Hudson.

In January 2019 Mayfair started to use card machines, making it easier for Café customers to pay for refreshments. Both kitchens received a 5-star rating following a food hygiene inspection in January. Catering at the 2019 Frost Fayre resulted in the best-ever earnings from this event.

2019 saw the birth of the 'Mayfair Supper Club' which ran two very enjoyable occasions. In March an Indian night raised over £700 and in July a Tapas night was equally successful. All the food was prepared and cooked by the group supported by a team of volunteers. More events are planned for 2020. We provided Christmas dinner in the Community Centre Café for over 20 people on Christmas Day. One of the Mayfair cooks, Jo Newton, did the cooking, supported by a team of volunteers. TSB kindly donated £200 towards the cost of the Christmas dinner.

Overall in 2019 the kitchen in the Community Centre provided 13,568 meals for its Cafés, Beacon, staff, volunteers and Mayfair Meals service.



Food Bank and other emergencies

On 44 occasions Mayfair supported Church Stretton Food Bank by issuing vouchers to those needing support and holding emergency food parcels for those requiring immediate help.

Support Groups

Mayfair hosts a range of support groups in comfortable surroundings:

Alzheimer's Carers Group

Arthritis Support Group

Cancer Care

Hearing & Tinnitus support group

Macmillan cancer support events

Macular Society

Parkinson's Support Group

Stroke Group

Survivors of Domestic Abuse (SODA)

Dementia Engagement & Empowerment Project (DEEP)

Room Hire and Use

Room Hire provides the community with comfortable spaces in which to hold social events and enables Mayfair to host additional services and complementary therapies. The space allows organisations and groups to provide services locally, improving access to these services and thus reducing the need for local people to travel. Room Hire is an important income stream and is used by a wide range of people and groups.

Acupuncture
Adult Social Care (Let's Talk Local)
Angela's Just Dance



Armed Forces Outreach
Aromatherapy
Baby Clinic Development
Better sleep/Stress management
Chiropody
Chiropractic
Community Choir



Citizens Advice
Country Market
Connexus Housing Support Clinic
Counselling CRUSE bereavement care
Dietician
Eating Disorder Clinic

Elevate
Enable
Ecumenical communion
Hearing Aid Clinic
Loft Arts
New Dawn Care
Hypnotherapy
Hairdressing
NHS Clinics (HWC)
Physiotherapy

Polling station
Psychotherapy



Real Food for health
Reflexology
Shropshire Domestic Abuse Service Freedom to Change
Shropshire Council Childrens' Services
Signal – hearing screening
Sports massage
Shropshire Recovery Partnership
Traidcraft
Wildlife Trust
Youth justice Service

Volunteers

Mayfair is extremely fortunate to be supported by a growing team of volunteers, who generously donate their time and enthusiasm. Interest in volunteering at Mayfair is continuing to grow. In 2019 73 volunteers were recruited, bringing the total to around 350. Volunteers are an integral part in the running of Mayfair and offer a huge support network for our staff. They contribute 700 hours each week, covering an average 234 shifts in 30 different areas of Mayfair and supporting every service. The value of this financially is over £322,000 a year but the value to individuals and the community is far greater.

We welcome volunteers in many areas of Mayfair including reception, administration, waiting, assisting in the kitchen/Cafés, listening, fundraising, Ring and Ride, IT support, support work in Beacon, Arts and Crafts groups, Crèche, Walking for Health, befriending and more.

The co-ordination of Mayfair volunteers saw changes in 2019. Angela Ellis retired from the Volunteer Co-ordinator post in July after 14 years dedicated support to Mayfair, during which time she recruited several hundreds of volunteers. Kate Slater was appointed in May and they shared a period of transition and training which gave Kate the opportunity to get to know the volunteers before flying solo. Angela remains a volunteer at Mayfair and continues with her dance classes.



In 2019 we presented long service awards to 9 volunteers (for 15 years) and 14 volunteers (for 10 years) – which is a true reflection on the dedication to Mayfair and support of its success.

Volunteers new to Church Stretton feel it is a great way to meet new people and to get to know the local area. Others have commented on how the experience of volunteering has benefitted their mental health and confidence. We welcome volunteers of all ages and have had the pleasure of hosting several students from Church Stretton School on their work placements, those

participating with the Duke of Edinburgh awards and a young lady from The Princes Trust we supported in her scheme to get into work.

We are always looking for extra volunteers to cover holidays and sickness but try to accommodate those looking for a regular shift whenever possible. We always emphasise that we are flexible and supportive of our volunteers and they are free to commit as much or as little time as they wish. We are actively seeking additional volunteers for our CoCo scheme which has proved to be an invaluable service to the local community in preventing loneliness and isolation. In-house training ensures the volunteers are equipped to deal with befriending and continued development is offered in the way of key speakers and meetings for all our CoCo volunteers.

“Volunteering is such a rewarding act – it not only supports Mayfair but it is equally rewarding for the volunteer. I have been overwhelmed since working here at the level of passion and enthusiasm people show on a daily basis. Mayfair is a kind and friendly place that nurtures individuals who want to give something back to their community.”

“Meet lots of different people and made friends. A lovely place to come. Always feel relaxed. Get rid of my tension and anxiety.”

Staff

Mayfair employs 36 staff, of whom 2 are full time, 5 relief and 29 are part time (equivalent to 16 full time staff). The staff play a role in supporting almost 350 volunteers who provide the equivalent of an additional 19 full time staff per week.

Nicola Daniels (Chief Officer)
Helen Crumpton (Care Services Co-ordinator)
Sophie Eades (Centre Co-ordinator to 7 January)
Cathy Thomas (Central Services Manager from 7 August)

Helen Sansom (Finance Officer)
Angela Ellis (Volunteer Co-ordinator to 31 July)
Kate Slater (Volunteer Co-ordinator from 22 May)
Sharon Wiggins/Ken Southern, Adele Cooper (Caretaker/Cleaner)

Administration:

Julie Price, Sarah Watts

Catering:

Rita Riley-Walshe (Organiser), Isabel Batton (to 25 August), Phillipa Davies, Darren Heath, Sandra Kennet, Jo Newton, Morgan Newton, Demi Newton, Lucy Nickless, Jenifer Pickard, Sarah Watts, Sharon Wiggins.

Crèche:

Anthea Fell, Julie Price, Sarah Watts.

The Beacon:

Joy King (Organiser), Sue Boniface, Hayley Botwright, Keith Brown, Gill Farr, Anthea Fell, Doreen Mansell (to 25 January), Jo Newton, Hannah Owen. Lena Roberts.

44b's:

Sarah Beesley, Sue Boniface, Gill Farr, Amy Key, Mary Neville. Lena Roberts.



Ring and Ride:

John Avery (from November), Susan Ashman (Co-ordinator to 31 August), Rob Edwards, Malcolm Taylor.

MAYSI:

Dice Buchanan (to 19 January), Jenny Englefield (to 19 June), Shaz Malins (from 20 June), Lynda Thornton, Janet Williams.

All staff are encouraged to keep their training up to date and training has covered Listening, the Samaritans, Safeguarding, First Aid, Food Hygiene, Dementia, Modern Slavery and Embrace.

Supporting people in their own homes

Mayfair Supporting Independence (MAYSI) and Compassionate Communities (CoCo) are funded by several organisations which this year included Lloyds Bank Foundation, Shropshire Clinical Commissioning Group, Church Stretton Consolidated Charities and Shropshire Councils' Community Advice and Advocacy Network (CAAN) contract led by Citizens Advice Shropshire. In April we ceased being part of CAAN as Shropshire Council re-tendered its preventative services and our activities fitted better under the Wellbeing and Independence work stream. As such we are delighted to be part of the newly formed Wellbeing and Independence Partnership (WIP) which started work in April. WIP is led by Age UK Shropshire Telford and Wrekin and other partners including Shropshire Rural Community Charity, Qube and Royal Voluntary Service. Our contribution to tackle isolation and improve wellbeing is the CoCo befriending scheme and falls prevention exercise class.

Mayfair Supporting Independence (MAYSI)

MAYSI supports people through times of change anything from someone starting to struggle with everyday tasks, coming to terms with a bereavement or a carer struggling to look after their loved one 24/7. MAYSI



enables people to access services, activities, benefits and support that will help them live independently, reduce worry and isolation and improve wellbeing.

During 2019 there were 197 referrals, 119 telephone enquiries and 165 drop ins. As well as providing information and support to access services and activities that keep people safe and promote their independence and wellbeing MAYSI offers emotional support at times of need. 44 people were supported to obtain Attendance Allowance, amounting to £123,048, and 37 people were assisted to apply for Blue Badges to increase their mobility.

From April to December, 89% of clients asked reported that interventions were beneficial to their wellbeing; 79% reported greater independence and 82% reported less worry and anxiety. Client comments included: "Very friendly service", "approachability, confidentiality, care and support", "welcoming and efficient", "I feel more at ease".

MAYSI is a form of social prescribing. Social prescribing recognises that medical interventions are not the only solutions to poor health and wellbeing. There is growing national recognition of the value of this approach and NHS England are now encouraging General Practices to offer this support as a way of improving patient health and wellbeing as well as reducing demand on NHS services. During 2019 we have been working with Shropshire Council Public Health and the Voluntary and Community Sector Assembly (VCSA) to develop a joined-up approach to social prescribing in Shropshire, recognising the role MAYSI plays.



MAYSI co-ordinates Care4Me@home, a local service to prevent avoidable hospital admissions. Working with the Church Stretton Medical Practice and Bluebird Care, the service is triggered by GPs who would admit to hospital not for medical reasons but for safety concerns. Bluebird Care provides short term care and support and MAYSI then looks at the longer-term needs. During 2019 Care4Me@home had 7 referrals and prevented 6 admissions, an estimated saving to the NHS of approximately £12,000.

Jenny Englefield who had been with MAYSI for 15 years left to work closer to home. Jenny supported many people through her years and contributed to the development of the service. Shaz Malins joined the team working alongside Janet and Lynda.

"I would like to take this opportunity to say thank you to Janet Williams who has been extremely helpful to my mother. My father has just been discharged from hospital and needs ongoing care. Janet has very kindly talked my mother through all aspects of available help, attendance allowance, RAF benevolent funding, personal alarms and has put not only my mother's mind at ease but also mine. It is a huge relief to know that there is help that is explained in normal language and not 'gov speech' and is done in bite sized chunks so it can be digested and understood. The care and understanding that Janet has shown my mother and I is a rare trait and she is a credit to her profession and the Mayfair centre."

"MAYSI has managed to persuade my mother to take up a lot of help and we really feel we are making progress in keeping my mother active and happy at home. MAYSI signposted us to many services and put my mother at ease with their easy manner and friendly attitude. They helped her see that the suggestions being proposed made a lot of sense and have offered further help should we need it."

Compassionate Communities (CoCo)

The CoCo team of 47 trained volunteers offers 1:1 support for people in their own homes, providing ongoing friendship and support. Some are supported to take part in activities. The service enables some carers to have a much-needed break from their caring role whilst the CoCo volunteer provides the companionship. In 2019 we recruited and trained 8 new volunteers and are always looking to expand our team. Severn Hospice continues to provide support with induction and monthly training for volunteers. In 2019 speakers at CoCo monthly meetings included a diverse range such as Safe Ageing No Discrimination, Hair Peace (the local wig bank for hair loss), the newly set up Armed Forces Outreach Service and the Care Quality Commission.

Throughout the year 45 local people have received regular visits from a CoCo volunteer. Each pairing is unique and great friendships have been made. Volunteers have supported their clients through difficult times as well as encouraging them to get out and build their social networks.

Mayfair Meals

Mayfair Meals is a 'meals on wheels' service. Meals are freshly cooked in the Community Centre kitchen every day, 365 days a year. These are delivered by Good Neighbours volunteers. The service can be a lifeline to people in our community who are no longer able to cook for themselves for whatever reason but who wish to live independently. Many Mayfair Meals clients value the service not only for the tasty meal, but for the opportunity to meet and talk to the volunteers who deliver the meal and who may be the only people they will see all day.

During 2019, 4,469 Mayfair Meals were delivered, thanks to the Good Neighbours delivery teams. From the responses we have received, 100% felt the service to be 'good' or better.



Promoting health and wellbeing and tackling isolation

Health and Exercise



This year saw an increase in exercise opportunities in Mayfair. A total of 16 different classes took part including two new dance classes led by Angela, a beginners Tai Chi class and two new falls prevention classes. The 13 week Elevate programme classes funded by Shropshire Council and Be Strong Stay Steady, (which started as Upright and Active), could not take any more participants. Our physical activity programme, including Walking for Health, offers something for people of different abilities. Our questionnaire responses show that participants are aged 25+

but 49% are over 75, 26% classify themselves as disabled and 63% say they have one or more health issue/long term condition. We have also seen more men joining our chair-based activities.

The benefits are enormous. 94% of participants say their wellbeing has improved as a result. 77% say their fitness has improved and 60% say they are exercising more. Furthermore 89% say they have made friends.

"I like having a laugh and a chat while exercising"

M, 85, suffered from fibromyalgia. She struggled to get about as every muscle was painful all the time. She saw the Upright and Active class advertised and decided to give it a try. After one month she noticed a difference. Her muscles were less painful and she could move much more easily. She met some nice friends at the group. Four of them would go to lunch afterwards and others would join if they wished. M says that the tutor is excellent, very friendly and cheerful, has a good sense of humour, knows about the body but most importantly is very patient and able to cope with the needs of the different class members.

Walking for Health

Walking for Health groups at Mayfair have had another successful year. Many new walkers have joined the scheme which is designed to encourage both physical and mental health. The walks continue whatever the weather, so even when it is cold and grey it is good to get out, enjoy the company and keep exercising. Our volunteer leaders take it in turns to lead weekly walks in our beautiful surroundings. These walks range from 30 minutes at a gentle pace on level good surfaces to the Next Step walks - 2 hours off-road with steep gradients and at a brisk pace. The social aspect of these friendly and supportive groups is very important, so apart from chatting while walking, the walkers often get together after the walk for a drink and a chat. Walks take place on every weekday except Monday and there is no charge to attend.



Arts and Crafts

Mayfair's Art room is certainly proof that arts and crafts are alive and well in the Strettons - see the displays on the wall! Most days groups gather for painting, drawing, needlework and knitting. Many people enjoy practising and developing their skills and it is much more fun to do this in a friendly atmosphere with others of a like mind.

The groups that meet in the Art room provide a friendly and creative environment where there is plenty of encouragement and companionship. Regular users in 2019 included the 44b's, four art classes, two patchwork groups and a knitting class.



The Crafty Ladies co-ordinate the making of items for the shop, May Fayre and the Frost Fayre. Sewers and knitters from the Merrymakers also contribute to these and their very successful card-making group provides the handmade and recycled cards. The Messymakers, another offshoot who have occasional crafting sessions, held two workshops during the year - Bookmaking with Corrine Welch and a successful fabric dyeing day "Drop in and Dye" with Kate Johnson.

Information Technology

A supported IT drop-in service is provided every Monday and Wednesday morning thanks to our team of experienced volunteers. They help individuals with anything, from assistance with all forms of hardware and software, printing, help with computer searches through to understanding new devices such as tablets. During 2019, the IT Suite computers were used on average 20 times each week. The IT Suite is also used by other groups, primarily the 44b's. All users of both buildings can access Mayfair's wi-fi free of charge.



Ring and Ride (transport service)

Ring and Ride operates in an area approximately six miles to the north, south and east of its Church Stretton base. It has four wheelchair-accessible vehicles (one with four seats, two with eight and one with thirteen) that provide door-to-door transport for people who have difficulty in walking, have no private transport and lack - or are unable to use - public transport. Ring and Ride also offers its service to local not-for-profit groups and clubs.

Ring and Ride is run by a small number of part time staff supported by a large group of volunteers who assist as drivers, passenger assistants and office support. All drivers and passenger assistants receive in-house training and complete an appropriate Minibus Driver Awareness Scheme (MiDAS) course.

In 2019 Ring and Ride transported 281 members and their escorts on 15,690 journeys to destinations such as the Medical Centre, dentists, shops, hairdressers, bank, Post Office, homes of friends and family, local clubs and pubs and Mayfair Community Centre, covering over 28,500 miles. Fifty-five members took their first trips.

The safety of our passengers is always our greatest priority. Consequently, in late 2018 we introduced wheelchair safety assessments for each current or new wheelchair user. Dash-cams were fitted to each of the

vehicles as a safety precaution. There is also a plan to fit a phone in each vehicle to negate the need for individual drivers to carry and rely on personal mobiles.

In November following the departure of Susan Ashman, the Transport Co-ordinator role was split between John Avery who leads the administrative duties and Rob Edwards who leads on vehicles. One of the major tasks to be addressed is the future of the portacabin that houses the office, which is now badly showing its age. Discussions of available options have begun.

We would like to thank everyone for the generous donations that help toward the running of the Ring and Ride service. This year has been particularly expensive following the theft of the vehicle catalytic converters during the summer, so all contributions are gratefully received.



Mayfair Health and Wellbeing Centre

The Health and Wellbeing Centre has now been open 3 years. Shropshire Orthopaedic Outreach Services were using rooms for 2 days a week until the autumn when Thursday clinics moved back to Shrewsbury. We saw an increase in physiotherapy and podiatry clinics during the year and also hosted a number of counselling services. Average footfall was 319 a week, with our busiest day this year being 118. There were on average 87 NHS appointments a week and volunteers distributed hearing aid batteries on 487 occasions. We still have a Shropshire Council Customer Services Point as a local service although unfunded. The computer enables people to access the internet for job searches etc. Feedback shows that people like the space and value



the friendly welcome and assistance that the volunteer hosts provide.

The HWC garden was landscaped and replanted thanks to donations and grants from Connexus Community Development, the Stretton Focus Community Award and a number of generous individuals.

“When you walk in you are part of it. Everyone is so friendly.”
“I’ve been coming since my toddler was born. It is very calming and relaxing.”

Highlights:

- A six week ESCAPE programme for people suffering from knee and hip pain.
- A Hard of Hearing event organised by Hilary Templeton which launched a Hard of Hearing Group.
- Creative Conversations – poetry and music sessions.
- Support for psychological therapies offering two pop up workshops better sleep and coping with stress.
- Survivors of Domestic Abuse (SODA) started meeting informally each month in the Café.
- Autumn monthly informal DEEP gatherings for people with dementia.
- Five autumn Saturdays for flu clinics, additional podiatry clinics and charity card sale and Frost Fayre.
- Connexus weekly housing support clinic for people in temporary accommodation.
- Shropshire Domestic Abuse Service running courses for women moving on from domestic violence.

Fundraising, Donations and Legacies

Just as Mayfair’s activities continue week in, week out, so does the fundraising. But when so many people are willing to give so much – in time, effort, resources and creativity – it becomes a pleasure to be involved.

As in previous years, we have benefitted from many generous donations, both from individuals (sometimes in amazing bequests) and from groups such as the Strummers, Crafty Ladies and Merrymakers. The Book Sales continue to raise thousands of pounds, as does the Lottery and the Co-operative Dividend. Ken’s Quizzes have a devoted following, bringing significant sums and giving a lot of enjoyment to the teams.

Food and Drink events continue to be very popular, this year with Indian and Spanish Suppers and the addition of a very happy wine-tasting. The Mayfair Breakfasts in January and February are a much-appreciated feature of life in the community as are coffee and biscuits at the Arts Festival morning concerts from which the proceeds are substantial.

In March a concert at the church in Little Stretton was a new event and something we hope to see on the programme again. People gave generously to the Street Collection in April and the Door-to-Door in September raised a record amount, with collectors even being thanked for asking for donations – a real sign of how much Mayfair means to the community!

A successful May Fayre brought in £2,440 on the day and a revamped Frost Fayre £2,418. Both events, as always in this very special organisation, involve both volunteers and staff working tirelessly together, raising lots of money, and showing Mayfair, as ever, at the heart of the Strettons. To everyone who has donated, contributed, been involved – thank you!

The Mayfair shop is in the reception area of Mayfair and has an array of interesting items. A group of volunteers organise generously donated items and books and others make beautifully handcrafted items that you will certainly not see anywhere else. There are greetings cards for all occasions and a range of hand knitted or sewn items, all made with love and great skill.

If you are looking for that unusual and often unique gift or a great bargain the Mayfair shop is certainly the place to come and browse. All proceeds from the shop are used by Mayfair to provide ongoing services and activities for the community.

We are grateful to those individuals who have supported us through the purchase of a lottery number and those who have donated their Co-op dividends.

2019	
Thank you to everyone for their contributions and donations, many in memory of loved ones. These include:	
Breakfast Ladies	Jim Samworth
Strummers	Joan Keenan
Berrys for coffee concerts	Joan Hawkins
PCB Will Aid	Mike & Lucy Abbott
AB Optics	Doreen Goss
CS Bowling Club	Mr L Napolitian
CS Morris Dance Group	Doreen Gough
Traidcraft	Sylvia Hudson
CS Horse Show	Brian Evans
Local Railway Group	Kate Campion
Clive Avenue Residents	Kathleen Mansell
Kings Arms	Pat Gregory
PCC Cardington	Derek & Pat Smith
TSB Church Stretton	Jeannie Morrice
	Jennifer Pickard



How you can help Mayfair

Fundraising 2019

Book Sales	£4,015
Card Sales	£1,364
Craft Shop Sales	£2,666
Supper Club	£1,495
Flag Day	£408
General Sales	£3,116
Kens Quizzes	£1,213
Mayfair Lottery	£3,783
Other	£2,557
Raffles	£1,574
Door to Door	£3,738
Coop Dividend	£4,193
Total	£30,123

Donations	£34,287
Gift Aid	£9,446
Strummers	£3,787
Total	£47,520

Included in donations:

In memory of loved ones	£27,861
Berrys Coffee concerts	£650
Local groups	£1,748

Donate some or all of your dividend points

If you are a member of the Midcounties Co-operative Society you could donate some or all of your dividend points to "The Strettons Mayfair Trust." To apply just pick up a form from Mayfair's reception or in store.

Become a Member of Mayfair

This is your opportunity to express your interest in and support for our work, vote on proposals, nominate and vote for Trustees and help make Mayfair more democratic and responsive. The application form also gives you the opportunity to donate if you wish.

Take part in the Mayfair Lottery

You could take part in the Mayfair Lottery, a major fundraiser. For just £12 you can purchase a lottery number for a year with a monthly draw for prizes of £100, £40, £20 and £10. Just fill in a form at reception.

Volunteer for Mayfair

We would value your gift of time. If you have a particular skill or want to try something new, please come to find out more without commitment.

Help with local fundraising

A very important part of the work we do at Mayfair and we greatly value the generosity of the local community.

Sign up for thegivingmachine.co.uk

If you shop online why not sign up for thegivingmachine.co.uk. A percentage of your shopping £ is then donated to Mayfair. It won't cost you a penny and it is simple to use - create an account and each time you shop online open the Giving Machine website, sign in and click on the link to your favourite shops. This will automatically create a donation to Mayfair.



Legacies

By remembering Mayfair in your will you could make a real difference. Just a thought....

Statement of Financial Activities for the Year Ended 31 December 2019

	Unrestricted Funds £	Restricted Funds £	Total Funds £	Total Funds £
Income and Endowments from				
Donations, legacies & grants	47,520	228,092	275,612	341,549
Charitable Activities	283,042	86,915	369,957	267,525
Other activities	30,123	-	30,123	25,096
Investment income	15,455	-	15,455	1,181
Total Incoming Resources	376,140	315,007	691,147	635,351
Resources Expended				
Raising funds	839		839	637
Charitable Activities	375,433	271,886	647,319	616,518
Other	65,873	-	65,873	64,534
Total Expenditure	442,145	271,886	714,031	681,689
Net Income/(Expenditure)	(66,005)	43,121	(22,884)	(46,338)
Net movement in funds	(66,005)	43,121	(22,884)	(46,338)
Total funds brought forward	935,312	267,961	1,203,273	1,249,611
Balances at End of Year	869,307	311,082	1,180,389	1,203,273

Balance Sheet as at 31 December 2019

	31.12.19 £	31.12.18 £
Fixed Assets		
Tangible Assets	<u>604,832</u>	<u>674,868</u>
Current Assets		
Debtors	60,570	84,216
investments	155,122	140,475
Cash at Bank	<u>408,716</u>	<u>378,871</u>
	624,408	603,562
Less Amounts falling due within one year	<u>(47,630)</u>	<u>(72,714)</u>
Net Current Assets	<u>576,778</u>	<u>530,848</u>
Less Amounts falling due after one year	(1,221)	(2,443)
Total Net Assets	<u>1,180,389</u>	<u>1,203,273</u>
Designated funds	11,430	7,620
Other unrestricted funds	<u>857,877</u>	<u>927,692</u>
Total unrestricted funds	869,307	935,312
Restricted funds	<u>311,082</u>	<u>267,961</u>
Total Funds	<u>1,180,389</u>	<u>1,203,273</u>

This summary financial statement does not contain sufficient information to allow as full an understanding of the results and state of affairs of the company as would be provided by the full annual report and accounts, which is available to all members free of charge, and can be obtained from Mayfair Community Centre on request.

Directors' Statement

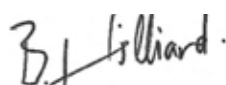
The Auditor has issued unqualified reports on the full annual financial statements and on the consistency of the directors report with those financial statements. Their report on the full annual financial statements contained no statement under sections 498(2)(a), 498(2)(b) or 498(3) of the Companies Act 2006.

Signed on behalf of the Trustees:

R. J. I. Elliott



B. Hilliard

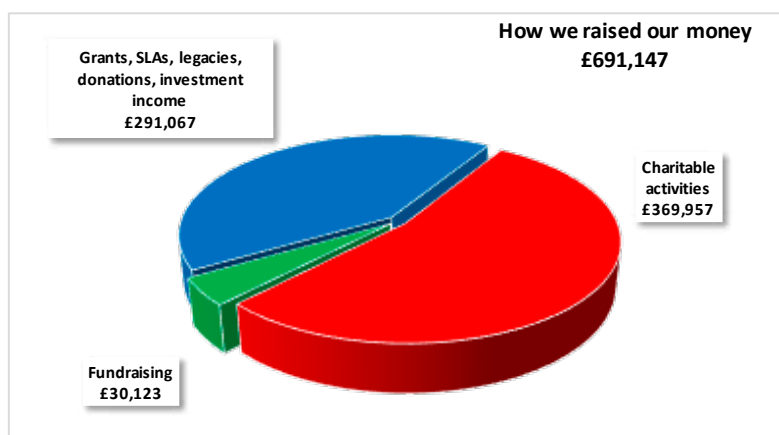


Financial Highlights

The measure used by Trustees and staff to monitor and control Mayfair's finances through the year is the net movement on funds before charging depreciation on fixed assets purchased with money received from grants. On this measure Mayfair had a surplus of £4,031 (2018: deficit of £24,270). When depreciation is included and after transfers between funds, net unrestricted expenditure for the year amounted to £66,005 and net restricted surplus amounted to £43,121, resulting in a total outflow of funds of £22,884 for the year.

Incoming Resources - £691,147

Incoming resources increased by 8.8% compared with 2018. Total income from grants, SLAs, legacies, donations and investment income was £291,067, an increase of 8.3% over 2018, and represented 42.1% of the total income, compared to 42.3% of total income in 2018. Income from charitable activities rose by 8.3% and represented 53.5% of total income, compared to 53.8% of total income in 2018. Income from other activities - fundraising - rose by 20.0% compared with 2018.

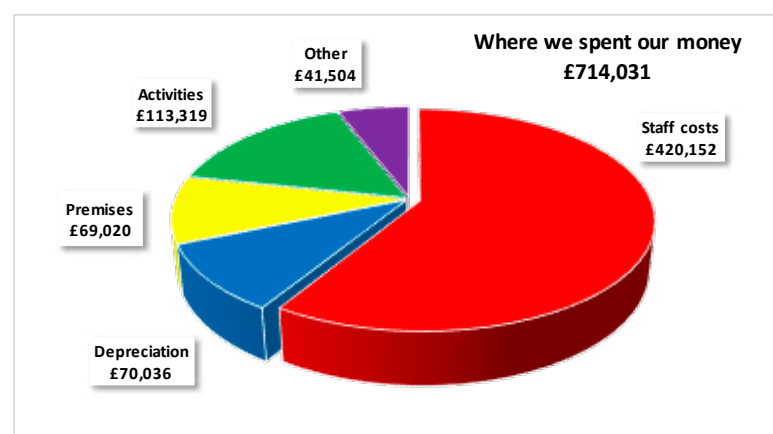


Resources Expended - £714,031

Resources expended increased by 4.7% over the previous year. The main contributor was a 3.6% increase in salary costs as the minimum wage was increased and more hours were worked. Salary costs represent 58.8% of total costs, compared to 59.5% in 2018.

Net Assets - £1,180,389

Net assets decreased by the overall outflow in funds of £22,884. Unrestricted funds reduced by £66,005 and stood at £869,307 at the year end. Of this sum £11,430 was allocated to a designated dilapidation fund by the Trustees, to provide a fund for any dilapidation costs associated with the Mayfair lease.



Free Reserves - £253,045

The Trustees have established a target of £284,000, a sum based on a risk-based assessment of planned commitments for operating areas other than where restricted funds cover outgoing resources, co-funding activities/projects, unforeseen emergencies and working capital requirements.

Main developments in 2019

2019 was a year of significant staff change at Mayfair. We used the opportunity to implement changes to our management team identified as part of the 2018 organisational review. These included creating a front of house team to look after room hire and general day-to-day building activity, enabling us to appoint a part time Central Services Manager to strengthen our management systems needed for ISO9001 compliance requirements. To date the work has included a review of health and safety, building maintenance, policies and procedures. The new structure, which includes part time Chief Officer and Care Services Manager, enables us to have a manager always on site. Thanks to all staff, Trustees and volunteers for support during this period of change.



We continue to improve our facilities. The lift was replaced in January and the Star Bar was refurbished for easier use by 44b's. Security has been improved, all Velux windows were replaced after a recall and Mayfair's Café underwent a facelift with modern comfortable furniture and paintings by the late Sylvia Hudson. We are grateful to Connexus for their ongoing support and assistance this year, which included roof repairs. The Health and Wellbeing Centre front garden received a makeover and we thank Signal for a hearing loop in the community room.

We commissioned Lamplight to produce a database system for our whole organisation which is being trialled in early 2020. This will help us communicate better with people and understand more about who uses and supports our work. A new website was commissioned in November 2019, to be launched in 2020. Both of these are part-funded by LEADER, a rural development funder. We undertook a Safeguarding review and facilitated training on modern slavery and Trustee responsibilities. An engagement exercise with our supporters, volunteers, users, stakeholders and wider community was planned for early 2020 to inform future developments and help us improve our publicity.



The Beacon staff team have done a good job working to transform the day opportunities service which includes a wider offer of activities. We were pleased to support Loft Arts to get started and have loved



having the 20+ young people in Mayfair each Wednesday evening. We continue to work with the Town Council, School and Shropshire youth organisation to meet needs of local young people and are working to trial a youth club in 2020.

We have been part of a county wide role out of the Social Prescribing model developed by Shropshire Council Public Health. In December 2019 MAYSI staff, who have a lot of experience of social prescribing were trained in this model and as we move into 2020 will be providing sessions at Church Stretton and Craven Arms practices

as part of a six-month trial funded by the South West Primary Care Network.

In November I had the honour of visiting Buckingham Palace where Prince Charles awarded me the MBE. I feel quite overwhelmed to have been nominated for this award. Everything Mayfair has done and achieved has been through a massive team effort and I am only one of that team. I see it as the Mayfair MBE and was very privileged to accept it on behalf of every volunteer, member of staff and Trustee.

It remains a constant challenge to find sufficient funds to maintain and develop our facilities, services and activities. This year we were particularly indebted to local people who remembered Mayfair in their will. The generosity of Kathleen Mansell and Doris Cooper have enabled us to sustain vital services such as the Crèche and Beacon and to try new things.

Mayfair thrives because of your support and we thank you all.

Nicola Daniels
Chief Officer

The Strettons Mayfair Trust –Trustee Board

Trustees

Richard Elliott, Chair
Ben Hilliard, Treasurer
Claire Riley-Walshe, Company Secretary
Meg Bacon MBE
Jeni Fitz-Patrick
Alan Fox
Anne Gee (to May 2019)
David Howard
David Oliver
Charles Simmonds (to December 2019)
Derek Smith (to May 2019)
Sue Tyrrell (from September 2019)
Meredith Vivian OBE (from September 2019)
Sue Wood
Nicola Daniels MBE, Chief Officer

Non-voting Observers

Helen Vaughan, Connexus (to September 2019)
David Evans, Shropshire Council
Hilary Claytonsmith, Church Stretton Town Council
Eric Brown, Secretary to Trustee meetings



Trustee Board as at 1 January 2020



Nicola Daniels
Chief Officer



Richard Elliott
Chair



Claire Riley-Walshe
Company Secretary



Ben Hilliard
Treasurer



Meg Bacon



David Oliver



Jeni Fitz-Patrick



Sue Tyrrell



Meredith Vivian



Alan Fox



Sue Wood



David Howard

Sincere thanks to our funders and supporters

Residents of the Strettons and surrounding area
Those who remembered us in their will
The Basil Houghton Memorial Trust
Church Stretton Consolidated Charities
Garfield Weston Foundation
Dunhill Medical Trust
Lloyds Bank Foundation
Connexus
The Millichope Foundation
The Samaritans
Shropshire Council
Stretton Focus Community Award
TSB Church Stretton
Shropshire Clinical Commissioning Group
Leader (South Shropshire) Rural Development
Programme for England
Community Advice and Advocacy Network /
Wellbeing & Independence Partnership



The **Midcounties Co-operative**



NHS
Shropshire
Clinical Commissioning Group



Mayfair Community Centre

Easthope Road
Church Stretton SY6 6BL
Telephone: 01694 722077
Website: www.mayfaircentre.org.uk
Email: information@mayfaircentre.org.uk



Charity No: 1061049
Company No: 3307951
VAT Reg. No: 247570391