

The Strettons Mayfair Trust

ANNUAL REVIEW 2022

MAYFAIR
COMMUNITY CENTRE



A MESSAGE

from our Chair of Trustees

'Times change, values don't'

Travelling by bus to college when a mere nipper, I used to reflect on the above stark words, advertising a daily newspaper on a massive billboard. Forty-five years later I can't remember which newspaper used the phrase but, as I reflect on Mayfair during 2022, the significance of the message is never more apt.

In January this year, I joined a group of Mayfair staff to look back. We all agreed: 'topsy-turvy' did not come close. We observed, 'time itself had lost its meaning', 'structure had melted away', and 'which day is it, anyway?' I am sure many of you will recognise these feelings. For me, making sure I knew vaguely what was expected of me on any given day was about the extent of my planning.

In the pages that follow you will read how Mayfair responded to the changing times, including the many and varied roles played by our dedicated volunteers, not to mention the work of our skilled and committed staff team (who so often go more than the 'extra mile'). There are details about new and exciting services such as digital support, a youth group, and initiatives to support and promote mental and physical health and wellbeing. There were important developments in our day centre services and we widened our reach into the community in support of people's independence (a foundation stone of Mayfair). In addition we brought back and extended the wide range of catering and leisure offers for which we are so well known, not least the exciting arrival of our cinema and theatre screenings.

Fortunately, although times do change, Mayfair's values do not. Despite the higgledy-piggledy nature of the world inexorably pressing in on us – Covid, cost of living pressure, the appalling Russian invasion of Ukraine – we knew what we would get from Mayfair, an organisation which has values that

do not change. It cares, includes, collaborates, empowers, supports and responds.

I am confident that many of you will know much of what we did last year – you were part of making it happen (volunteer, member of staff, generous donor) or perhaps you were able to access one, or many, of the services that were available. But, I predict, in the following pages you will discover something you did not know about Mayfair. That's another one of our values – we move with the times.

Thank you so much for everything you do to make Mayfair Mayfair – twenty-five years and counting!

Meredith Vivian OBE



ABOUT US

Mayfair Community Centre (Mayfair) aims to build a strong and healthy community by enhancing lives and enabling independence. Twenty-five years and £13.5M on from its foundation in 1997, Mayfair remains focused on promoting, improving and helping maintain the health and social wellbeing of people in the Strettons and surrounding areas, and supporting their independence. Mayfair is run by experienced paid staff, actively assisted by 244 of its 470 registered volunteers, and works with a wide range of partners to support the community.



OUR MISSION

To build a strong, healthy community, enhancing lives and enabling independence through the services, activities and facilities we provide.



A SUMMARY

What we planned and achieved in 2022

We planned to:

- **Deliver our key services despite the challenges of Covid**

It had been hoped at the start of 2022 that Covid would be in retreat. However, staffing remained under constant pressure with a new surge in early 2022, continuation of Government restrictions and volunteers and staff self-isolating. We maintained our focus on operations and service delivery but there was an impact on other areas of work. With some staff and volunteers working from home or isolating and many service users reluctant to return, take up figures in many areas were significantly affected.

- **Improve the digital skills offer of the community**

We appointed an IT Officer, Cath Jacob, and grew the Digital Support Service.

- **Continue work with local organisations on activities for young people**

The Youth Drop-in ran throughout the year, funded by the Town Council and facilitated by a qualified leader from SYA and Mayfair volunteers. It was extended to include year 8.

- **Offer activities to support good mental health**

We worked with Shropshire Mental Health Support (SMHS) to run a Reconnect course and a Calmer Café for people struggling with their mental health.

- **Develop both day services as a priority**

We focused on increasing uptake, and rejuvenating activity and returning to a more outward facing service as Covid restrictions lightened. Beacon changed to a 4 day a week service in October. There was an increase in attendance in the last quarter of the year with new participants. Moving a Beacon member of staff back to 44Bs provided capacity to support more service users on a Thursday and allowed

plans for alternative activities that could be provided on a Friday.

- **Continue the catering offer of set meals and Coffee Shop**

Mayfair continues to provide nutritious hot meals in our friendly lunch hub or delivered to the door. The use of the Health and Wellbeing Centre (HWBC) Coffee Shop trebled during the year as more people enjoyed a sociable coffee and chat, or a light lunch.

- **Employ a full time Publicity Officer**

Naomi Coleman was appointed as Communication and Marketing Officer at the beginning of the year and is already making a positive impact on Mayfair communications.

- **Recruit new Trustees to the Board**

Five new Trustees with considerable skills and experience were recruited in May.

- **Work on a Net Zero action plan to address climate change issues.**

Work has been carried out to assess our current carbon use and identify areas for improvement and costs. An action plan is being prepared using this data.

- **Support the local Community Led Plan**

Mayfair Trustee David Howard chaired the Community Plan which was delivered during the year. Mayfair continues to support the Town Council's strategic planning through the resulting formal Neighbourhood Plan.

- **Complete the Enhanced Listening Pilot**

Two people benefited from the pilot which has not continued due to lack of demand and capacity.

In addition:

- In June a series of **Ukrainian coffee mornings** were set up. Ukrainian guests living in the area had a chance to meet up, learn English and get support. Church Stretton Ukrainian Support Group formed as an independent body in November with Mayfair as a member and host.
- Mayfair provided information to help with the cost of living crisis. It registered as a Warm Space with Shropshire Council so people know they are welcome to come in for a chat, with a cuppa in a warm space.
- In June Mayfair hosted a lively and sociable Tea Party to kick off the celebrations of the **Queen's Jubilee**. Weeks later celebrating **Mayfair's 25th Birthday** with a party attended by over 120 volunteers and supporters.



- Mayfair supported the **Church Stretton Arts Forum** and the **Strettfest Team** with free space to meet and staff/Trustee input into meeting and activities.
- Mayfair was involved in the development of the **Town Emergency Plan** and is part of the core team in the event of an emergency, with Mayfair being listed as a place of safety for people to go to in the event of needing to evacuate.
- We invested in Cinema and surround sound equipment to enable **Theatre Screenings** to continue locally. The first screening took place in November. Once in situ we envisage the equipment will also be used for social activities as well as for training and conferences.



Meeting our mission: ENHANCING LIVES

81

different services and activities are offered through Mayfair!

Ukrainian coffee mornings have run every Wednesday providing friendship, a cuppa, and support such as English lessons.



41

Individuals have been provided with IT Digital Support

“

Digital Support is really useful, especially one to one.

Survey response

”

96%

of users rated Mayfair services as 'excellent' or 'very good'.

”

Letter from a Ukrainian guest

“

To all members of staff and volunteers of the Mayfair Community Centre... and many others who work so hard helping us to settle and become members of this community. Your support is priceless for every Ukrainian guest and especially for my family. For almost 10 months you are our teachers, advisors, friends, and family. Moreover, you continue to help us, teach us and support us. You can't even begin to imagine how much it means for us. I'm going to pray for you all my life.

”

2022 HIGHLIGHTS

Children from Little Acorns Nursery provided a wonderful Christmas show for Beacon and then we all enjoyed an indoor 'snowball' fight with them!



60% of Beacon participants stated they had learnt a new skill, 80% have made new friends, and 70% feel supported as a result of attending Beacon

100% of Beacon participants say their wellbeing improved



To support our community through the cost of living crisis, we joined the Shropshire-wide Warm Welcome scheme. Anyone is welcome to spend time in Mayfair, stay warm and receive support and a hot drink.



63%

of users said they made friends at Mayfair or through Mayfair activities.



“

Mayfair provides a friendly environment for both the carer and their partner. It provides a listening ear, advice and practical suggestions.

Care and Share and Beacon client

”



“Using the Crèche gives me time to myself and my daughter has fun”.

“You can drop in at any time and feel welcome”

Feedback from Crèche parents/carers

”



Our Friendship Group meets every week and has gone from strength to strength this year. The group provides a relaxed, supportive place to meet, chat, have a coffee and make friends.

Meeting our mission: ENABLING INDEPENDENCE

10,657

Ring and Ride door to door transport journeys have been made.



Our Ring and Ride drivers see some spectacular views whilst out and about!



Working with Shropshire Council, MAYSI ran a Carers Rights Day in November which included the launch of the new Dementia Vision and Strategy, presentations on Admiral Nurses and Link Workers, and financial advice from FBC Manby Bowdler.

“

I live in the country. Ring and Ride enables me to do shopping, doctors and dentist appointments. Drivers go above and beyond, I can't praise them enough.

Ring and Ride customer

”

MAYSI assisted

345

different people this year.

“

I cannot tell you how much you have cheered us up. I have watched the toll all this has taken on X over the past months and have been unable to do anything to take the burden off her shoulders. The relief she felt at your visit, your advice, and your kindness has helped enormously. You both cheered us and inspired us. Thank you, thank you from the bottom of my heart.

Thank you letter to MAYSI

”

MAYSI and our volunteers helped fill in **153** forms in 2022,

including **51** Blue

Badge and **89** Attendance Allowance applications.

Our befriending service, CoCo,

supported **85** different clients this year.

“

Our CoCo Volunteer is wonderful and we are very lucky to have her help and support. She is lively and interesting to talk to. We have become friends.

Coco Client

”

2022 HIGHLIGHTS



In October our Care and Share group took a day trip out to Craven Arms Discovery Centre - the first day trip since the Covid pandemic. We were fortunate with

the weather and enjoyed lunch and a beautiful walk in the autumn sunshine.

“

I would like to express our appreciation and gratitude to 44Bs staff for the wonderful ideas and activities especially over the past two months. The dedication, commitment and enthusiasm have given our young people so much joy and happiness leading up to the festive season. They will have some lovely memories about going bowling, watching films together, doing Christmas crafts. All this accompanied by special meals such as fish and chips, Christmas dinner, curries, hot chocolate and mince pies. A lot has gone into organising and preparing all these activities and we would like to say a huge THANK YOU to everyone involved.

Letter from a Parent Carer

”

100% of 44Bs participants rate the service as very good or excellent.

100% have had more fun
71% have learnt new things
57% feel less lonely, more confident and less anxious.



“

I like helping and being out in the community. I like the staff and friends, going places, and bowling.

44Bs participant

”

8,903

Mayfair Meals were delivered throughout all 365 days of 2022



On Christmas Day some of our volunteer team sat down to lunch together after preparing and delivering Mayfair Meals.

“

Hot and tasty meals delivered to our door.

Mayfair Meal Customer

”

Meeting our mission: BUILDING A STRONG COMMUNITY

78% of volunteers reported an improvement in wellbeing as a result of volunteering at Mayfair.

93% of volunteers would recommend volunteering at Mayfair to their friends.



244 volunteers contributed their time to Mayfair in 2022. This amounted to **470** hours per week. At minimum wage, this would have cost **£4,465** per week, or well over **£232,000** per year.

In reality their contribution was worth far more than this!

Our 25th Birthday celebration in June was a great opportunity to bring our volunteers, staff, Trustees and supporters together to celebrate the Mayfair community.

“Thank you so much for the splendid Birthday party. Please thank all the people who worked so hard to put on such a memorable occasion. Mayfair is a wonderful hub for our community and we are all very grateful to you.”



Working with partners is key to delivering all the services we offer to the Strettons community. We're extremely grateful for the support from, and collaboration with, other organisations including Church Stretton Medical Practice, Shropshire Mental Health Service, Shropshire Community Transport Consortium, Church Stretton Rotary, the Wellbeing and Independence partnership, Tuesday Club, Church Stretton Golf Club, Shropshire Council, Church Stretton Town Council, Stretton Dementia Friends and Stretton Climate Care, to name just a few....

2022 HIGHLIGHTS



Mayfair staff supported the Stretfest Carnival in July helping with health and safety and risk assessment training and communications.

The parade included many of our Mayfair volunteers and members of the Eastern Mystique dance group.

We were fortunate enough to welcome five new Trustees to the Strettons Mayfair Trust this year. Harriet Trevor-Allen, Andrea Graham, Gwyneth Jones, Andrew Monday, and Andrew Askew, all bring with them great enthusiasm, knowledge and experience.



Harriet



Andrea



Gwyneth



Andrew Monday



Andrew Askew

“We like the range of services offered and the friendliness and enthusiasm of the volunteers.”

“Thank you for being a place to find information and food, and hobbies and friends”

General feedback about Mayfair



Our community celebrations for Queen Elizabeth's Jubilee included a 'corgi hunt'! Our Crafty Ladies knitted lots of little corgis which we hid around the community centre and

invited people to find and keep (or re-hide). We were even given a beautiful knitted Queen which we raffled at our Jubilee Afternoon Tea.



Our Christmas 'snowball' fight video proved really popular, and helped to show all our different service areas in a fun, festive way. It is still available to view on our new YouTube Channel.

Meeting our mission: BUILDING A HEALTHY COMMUNITY

Our six weekly Mayfair Health Walks continue to be very popular:

- Total number of registered walkers: **83**
- Regular volunteer leaders/backmarkers: **35**
- Average number of walkers every week: **60**
- Over **3,000** attendances on walks during the year.



"I would just like to say a huge thank you. I was invited to a relaxation group with Mary Riley. I found it so helpful and so inspiring."

"The three classes I do – belly dance, yoga and Zumba are all inclusive. All are welcome and catered for regardless of age or physical ability. All three classes are really enjoyable..."

Feedback from exercise class participants

96% of Mayfair Health Walks participants say the walks have improved their wellbeing and **81%** have made new friends.

14 different weekly dance and exercise classes were offered at Mayfair in 2022.

There were **2,401** attendances at these.



We were delighted to provide an office base for the NHS Rapid Response Team for South Shropshire in our Health and Wellbeing Centre.

Various practitioners hire space at Mayfair to provide complementary therapy. In 2022, these included: Podiatry, Mindfulness and Reflexology, Sports Massage, Chiropractic Treatment, Physiotherapy, Shiatsu, Hypnotherapy, Lymph Therapy, and Counselling.



As well as providing a community meeting place and Coffee Shop, our Health and Wellbeing Centre is a base for local health care clinics such as audiology, midwifery, podiatry and IAPT counselling.



2022 HIGHLIGHTS



In May, we worked with partners in Shropshire Public Health to hold a Keep on Moving Mayfair day as part of the Keep on Moving Shropshire festival. Created by a partnership of Energize, Taking Part, Age UK, Shropshire Council and the NHS, the festival was aimed at encouraging people aged over 55 to get moving and try something new. We provided taster sessions for our various exercise classes which were attended by 32 people and enabled us to set up a new Zumba gold class and an additional Strength, Balance and Flex class.



Studies show that social isolation and loneliness can be as damaging to health as smoking. Mayfair services help people to connect with others in their community. Highlights this year have included the success of our friendship group who meet informally every week in the coffee shop, and a Reconnect course, run by Shropshire Mental Health and MAYSI.



In partnership with Shropshire Mental Health Service, we launched the Calmer Café No.3 in our Health and Wellbeing Centre. This provides a safe space for people who may be struggling with their mental health to talk to a trained mental supporter.

91%

Of all Mayfair users said their wellbeing had been improved by our services.

Janet, one of our MAYSI officers, is also a Health Living Advisor/ Social Prescriber. Mayfair work closely with Church Stretton Medical Practice to support people with their wellbeing. We also provide the GP Care Coordinator role for the GP practice.



OUR SERVICES



Young People

The Youth Drop-in for school years 8, 9, 10 and 11 met Tuesday evenings at Russells Meadow Pavilion. 14 young people throughout the year took part in weekly sessions of cooking, board games, crafts and table tennis. They made good use of the outside space in the summer playing Pétanque, Badminton and Sumo Suit games.

Eight Mayfair volunteers support the SYA qualified leader. They also have an equipment library with lots of exciting things the young people can choose from. Church Stretton Town Council funds the Youth Worker.

Loft Arts returned to Mayfair providing a weekly creative space for 12-16 year olds.

IT

Mayfair is keen to promote benefits of IT technology and has invested in an IT Officer, Cath Jacob. The Digital Support Service received funding from Shropshire Councils Digital Skills Programme in January. The volunteers supported 41 learners providing one-to-one sessions to improve confidence and skills. Topics include using email, internet security and accessing services online such as NHS and shopping. Follow on and one-off help was also available and free equipment helped 4 people get online. The team of IT volunteers who help with ongoing troubleshooting, maintenance and training set up a rota and are available 3 mornings a week.

Crèche

Twenty three children and their families have benefitted from Mayfair's Crèche in 2022. Children can play in a safe, child-centred environment, choosing from a wide range of activities or toys to play with, and get a chance for gentle socialisation that can help to prepare young children for nursery school. Flexible childcare helps give parents and carers some time for themselves, enabling some to work locally, and provides childcare support for Shropshire Domestic Abuse Service courses.



Beacon

Beacon helps people with care and support needs, including physical disabilities, dementia and mental health needs by providing a stimulating, supportive and friendly environment with the opportunity to take part in many different activities

In early 2022 our old bath was decommissioned but replaced because of the invaluable service it offers. Joy King, our Day Services Organiser, retired after 20 years service and a new coordinator, Katrina Roberts, was recruited. During the year we appreciated the return to some form of normality as the impact of Covid and its restrictions relaxed and we could have more people attend each session. In October we returned to a 4 day week and new clients joined with an average attendance of 26 a week. The buzz in the Beacon was back. We were able to have a visit from Little Acorns nursery and a Christmas outing to the pub.

Breathing Space returned to encourage people's singing and creativity. In May Beacon took on the running of the Care and Share group from Community Resource. The group meets fortnightly and offers a supportive and social space for people with dementia and their carers. A grant from Arnold Clark helped cover the costs and demand for a second group led to a taster session before Christmas.

44Bs

44Bs promotes the independence and wellbeing of adults with learning disabilities through person centred programmes and group activities. Individuals are supported with personal development which can include work placements, shopping, cooking, socialising, exercise and wellbeing.

Covid impacted on the number of 44Bs able to attend and return to the service but 8 individuals have taken part; 4 attending more than 2 days a week. As the year progressed we created extra capacity to return to more outside activities such as 10 pin bowling and sessions at the local croquet club and petanque court. The idea of Friday social sessions was developed and trialled with discos and a film club. 44Bs carry out small work placements within Mayfair and litter picking activity provides a real sense of achievement and giving something back to the local community. The service is funded by Shropshire Council.





MAYSI

Mayfair Supporting Independence helps people to remain independent and encourages wellbeing, through information and support. In 2022 MAYSI assisted 345 people with a wide range of issues. A team of 5 volunteers assisted in filling in 153 forms, helping 89 people to apply for Attendance Allowance and 51 to get a Blue Badge.

MAYSI works closely with the GP Practice and provides the GP Care Coordinator role as well as Social Prescribing/Healthy Living Advisor. The latter is part of the countywide scheme led by Shropshire Public Health in collaboration with the voluntary sector. It signposts and supports people to find non-medical solutions to issues that impact on health and has been extended to include health coaching to help with behaviour change.

Care4Me Hospital Avoidance Project enabled 4 people to recover at home, saving the NHS £6,000. Short term care was provided by Bluebird Care and MAYSI followed up long term issues.

MAYSI were part in the Council-led Winter Support service, providing targeted support to those most at risk of hospital admission in the bad weather.

Support Groups

Cancer Care, Parkinsons, and Stroke Group continue to meet regularly at Mayfair.

The **Tuesday Friendship Group**, supported by Mayfair Friendship Volunteers, is a lively space where up to 20 people can drop in for a coffee and a chat.

During the year MAYSI Coordinators were instrumental in identifying the need for, and setting up, a number of new sessions and activities, working in partnership with others.

The **Carers Group** continues to meet monthly with 32 people receiving regular updates.

Ukrainian Coffee mornings have been well received, with Mayfair hosting the Church Stretton Ukrainian Support Group once a week. The Crèche is well used on these days too, supporting parents who wish to attend and bring young children.

Carer Information and Support Sessions (CrISP) sessions for carers of people with dementia, a 5 week course delivered by the Alzheimer's Society.

Working with Shropshire Mental Health support we secured funding to run **Reconnect**, a wellbeing programme focusing on building confidence and resilience, and to start a **Calmer Café** for people struggling with their mental health.



CoCo

CoCo is a befriending scheme offering one-to-one support from a carefully matched volunteer. As well as friendship and a listening ear, volunteers can offer support to help people pursue their interests and hobbies as well as practical help with paperwork etc. 85 people benefited, with 20 new partnerships matched in the year. More returned to face-to-face support but telephone befriending remains the preferred option for some. Monthly volunteer meetings resumed and ended with a heart-warming rendition of the Nativity by Longnor School. CoCo is part of the Wellbeing and Independence Partnership led by Age UK Shropshire, Telford and Wrekin and funded by Shropshire Council.

Ring and Ride

This service provides fully wheelchair-accessible door-to-door transport for those who do not have use of a car, live in areas lacking public transport, experience difficulty walking moderate distances, or otherwise have physical/mental difficulty using private or public transport.

The impact of rising fuel prices has been noticeable, compounded by reduced fare income, as many groups felt unready to return. Despite this, during the year the number of trips rose steadily. 205 members travelled, 50 made their first trip and 10,656 trips were made. Longer range shopping trips to Tesco and Aldi in Ludlow and Sainsburys at Meole Brace were offered, with occasional visits to Percy Throwers and Aldi in Shrewsbury.

Ring and Ride supported flu vaccine and Covid booster clinics and provided transport for those attending the Parish Centre Christmas Day lunch.

Mayfair Health Walks

Mayfair Health Walks are regular social walks designed to get you moving and leading a more healthy, active lifestyle.

Six different levels of weekly walks are led by a team of volunteer leaders and backmarkers. Eleven new walk leaders were trained in January and 40 new walkers or walkers who have returned after a break now walk regularly.



Catering and Mayfair Meals

Mayfair Meals provides a nutritious hot meal for people of any age who are unable to cook their own meals at home. It also ensures social contact and provides a daily welfare check by the volunteer deliverers from Church Stretton Good Neighbours and Mayfair. Mayfair Meals, which operates 365 days a year, started coming back down to pre-Covid levels and averaged 22 meals a day in October. Roast dinners continued to be served in the Lunch Hub on Monday and Wednesday as did Fish and Chips on a Friday. Various Christmas catering offers encouraged people to come together and celebrate. The significant rise in food costs proved a real challenge but the menu remains balanced to offer regular roast dinners, casseroles and includes vegan options.

The HWBC Coffee Shop returned to 5 days a week opening in May. It is a busy sociable place with people popping in for a warming drink and chat.

Both our kitchens received the highest rating of 5 from an Environmental Health Inspection again. Volunteers and staff updated their Food Safety training in December.

Exercise and dance classes

Mayfair offers a host of different exercise and dance classes to suit all interests and abilities.

At the beginning of 2022 the classes were online only with socially distanced, in-person classes recommencing in March. 11 classes were running weekly by the end of the year. In May we took part in Shropshire's 'Keep on Moving' festival with Shropshire Public Health. A day of taster sessions was attended by 32 people resulting in the setting up of a popular Zumba gold class and interest in Strength and Flex class that started in the autumn. One of our original tutors, Hannah Litschman, retired and a new strength class replaced Extend.

Arts and Crafts

Mayfair art room is a great space for creativity. Regular groups include our card makers and crafty ladies, Merrymakers, painting and Knit and Natter.

HOW WE MAKE IT WORK

Staffing

It has been a year of change at Mayfair with 4 staff retiring or moving on and the recruitment of 2 additional new posts. Managing the return to pre-Covid activity levels at a time when many staff and volunteers were still off due to Covid illness and self-isolation was a real challenge. During the Spring, a review of Mayfair activities took place to improve efficiency and reduce management time on day to day operations. A new organisational structure was implemented in August. All the care services are now coordinated through the Care Service Manager and the Central Services Manager has taken over line-management of Ring and Ride, the Volunteer Coordinator as well as the new IT post. New IT systems and processes have been introduced for routine tasks.

Staff during 2022

During 2022 Mayfair employed 39 staff, (3 full time and 36 part time or relief).

John Avery, Sarah Beesley, Hayley Botwright, Sue Boniface, Cindi Clifford, Naomi Coleman, Helen Crumpton, Nicola Daniels, Phillipa Davies, Rob Edwards, Chris Evans, Gill Farr, Portia Gladders (to September) Hayley Hughes, Cath Jacob, Sylvia Jones, Sandra Kennett, Amy Key, Joy King, Courtney Lewis, Jo Newton, Julie Price, Hannah Owen, Shaz Malins, Demi Newton, Jenifer Pickard, Rita Riley-Walshe, Katrina Roberts, Lena Roberts, Helen Sansom, Kate Slater (to August), Scott Smith, Ken Southern, Janet Williams, Eve Simmonds-Jones (from September), Cathy Thomas, Lynda Thornton, Sarah Watts, Sharon Wiggins.

Management:

The day-to-day management in 2022 was vested in:

Nicola Daniels MBE	Chief Officer
Helen Sansom	Finance Officer
Helen Crumpton	Care Services Manager
Cathy Thomas	Central Services Manager

Our Trustees:

Meredith Vivian OBE, Chair
 Claire Riley-Walshe, Company Secretary
 Ben Hilliard FCA, Treasurer
 Richard Elliott
 Alan Fox
 David Howard, to 20 July 2022
 Paul Richmond
 Helen Vaughan
 Andrew Askew, from 12 May 2022
 Andrew Monday, from 12 May 2022
 Gwyneth Jones, from 12 May 2022
 Andrea Graham, from 12 May 2022
 Harriet Trevor-Allen, from 12 May 2022

The Trust has a policy for recruitment and induction of Trustees. All Trustees are assessed before appointment, are provided with an information pack on the Trust with a clear statement of roles and responsibilities, and undergo an induction programme.

Non-voting observers:

Cllr David Evans	Shropshire Council
Cllr Julie Lawton	Church Stretton Town Council
Jacqui Gears	Connexus

Volunteers

Volunteers are the back bone of Mayfair. They support every service and can be found as Trustees, receptionists, administrative workers, kitchen assistants and waiters, fundraisers, drivers, tutors in IT, support workers for Beacon, arts and crafts group leaders, Crèche helpers, walk leaders, befrienders, youth leaders, fundraisers and more. Our 244 active volunteers contribute over 470 hours per week. If we had to pay for this time it would cost over £230,000 a year but the value of their energy and friendship is priceless.

Mayfair welcomed a new Volunteer Coordinator Eve Simmonds-Jones in September, following the departure of Kate Slater in the summer.

Buildings

Our facilities provide an accessible central venue in the heart of the town. They are used by many different organisations and groups including: NHS clinics such as audiology, podiatry, midwifery, physiotherapy and talking therapies. A number of complementary therapies are provided by local therapists who hire our therapy rooms. Support groups at Mayfair include Cancer Care, Parkinsons and Stroke Group. Other community services include Climate Care who offer a weekly drop-in; Housing Advice; Shropshire Local; Childrens Services; Harmony in the Hills Choir and Marmaladies WI group. We were particularly delighted that the south west Shropshire Rapid Response Nursing and support team made the HWBC their base in January.

The cost of running the buildings increased with gas and electricity up significantly. We made savings where we could. For example, thanks to the help of a volunteer, we saved £1,500 on PAT testing.

The Community Centre building is on a long-term lease from Connexus. We provide rooms for Connexus activities free of charge and support for the bungalows at Mayfair court as well as social value to their tenants. This covers the cost of the rent.

Investment in cinema equipment for the activity room has provided facilities that can also be used for social, community arts activities as well as training and conferences.



Publicity and Marketing

While there are many strengths to Mayfair communications over the years - which is demonstrated by Mayfair's longevity - it is a real challenge to maintain cohesion and consistency across the wide range of materials and communication channels that cover all activities. A new Communications and Marketing Officer, Naomi Coleman, started in February. She proposed a communication strategy that focuses on processes, efficiency, inclusivity, accessibility and sensitive simplification. Newsletters were produced and distributed for Easter and have become a quarterly update. The feedback received from the annual evaluation exercise is again being analysed to identify improvements, future trends and needs.

Governance – Training, Recruitment, Health and Safety, and Risk Management

Key training includes 14 members of staff completing their First Aid training and 25 staff and volunteers completing Food Safety level 2. Individual development opportunities include care leadership, catering skills, and the Kings Fund GSK networking event.

The annual ISO audit took place in October and we passed again with no actions required.

A review of existing risk management policies is conducted each year and Trustees concluded that adequate safeguards against identified risks are in place.

25 YEARS OF MAYFAIR

1995

The proposed closure of Mayfair House residential home leads to a campaign, led by Meg Bacon, to keep part of the building open as a Community Centre.

1997

Funds are secured and volunteers recruited. On 21 June 1997 Pete Postlethwaite and the Carnival Queen officially open Mayfair. A team of 60 volunteers made this possible.

2001

MAYSI and a telephone befriending service are launched. Money is secured for a second floor to the Mayfair building.

2003

New Mayfair services include Crèche, a Youth Club, Walking for Health and a new IT Suite.

2004

Ring and Ride is established.

2008

First May Fayre.

2007

Meg Bacon is awarded an MBE for services to the community.

2010

CoCo, our local befriending and support service, is set up.

2014

Mayfair wins the GSK Impact Award.

2019

Day Care relaunches as The Beacon.

2018

Mayfair receives an official visit from HRH Princess Alexandra.

2016

Mayfair Health and Wellbeing Centre is opened.

2015

Mayfair takes over the running of 44Bs Day Opportunities.

COVID-19
Vaccination
Drop-off
point

2020 & 2021

120 new volunteers sign up to help us deliver services and support vaccination clinics during the Covid19 pandemic.

2022

We celebrate 25 years of Mayfair

...and counting!...

FUNDRAISING

Fundraising highlights this year include:

- A 6 course Italian tasting lunch which raised £1,150
- 2 quiz evenings which raised over £1,000 – A quiz and gourmet buffet evening hosted by Meredith, our Chair of Trustees, and a Christmas Quiz Party in December hosted by Ken Willis. Ken's Quiz Parties are planned to be a quarterly event in future.
- 3 Spring Plant and Book sales, when we also opened our Coffee Shop for Saturday mornings.
- An Easter Craft Sale
- Sponsorship of Mayfair runners, Holly, Harriet, Maria and Jo in the Church Stretton Running Festival.
- A birthday fete held by Jo and Meredith.
- A Book Sale and a Christmas Craft Sale in November.
- An Art Sale of Diana Nuttall's artwork - the result of an extremely generous donation from this local artist who has recently retired and donated her entire collection of works to Mayfair to sell, raising £1,442 for Mayfair.
- Our first Theatre Screening and gourmet pre-show dinner evening in November.
- A fully booked Lower Deckers Concert in December, raising £686 and many smiles!

Sales of cards, plants, crafts and books were very successful in 2022, contributing £6,462. We're very grateful to our crafty ladies, Mayfair card makers, the book sale team, the plant sale team and all those who create and donate items for these sales.

The lottery continues to be a good ongoing source of funding, with £4,924 raised this year. 2022 marks 20 years since the Mayfair lottery began and the total money raised over this time amounts to just shy of £93,000!

Thank you to Midcounties Co-operative Society and all those members who continue to kindly donate to Mayfair from their share of Co-op profits. We are fortunate to be part of this great community scheme.

We greatly appreciate donations from individuals and groups including generous contributions from the Tuesday Club (now disbanded), Church Stretton Golf Club Seniors Open, Teas to Please and the Coffee Concerts. We're also extremely grateful for donations made in memory of loved ones and to those who make a gift in their will, in particular this year to Aline Montgomery who left an extremely generous legacy of £100,000.



FINANCIAL HIGHLIGHTS

The measure used by Trustees and Management to monitor and control Mayfair's finances throughout the financial year is the operating surplus (or deficit) before charging depreciation on fixed assets and before taking account of unrealised gains/(losses) on the investment. On this measure Mayfair had a net surplus of £48,033 for the year (2021: net surplus of £16,139). When depreciation of fixed assets and unrealised loss on the Investment are accounted for, and after transfers between funds, net movement in unrestricted funds amounted to a deficit of (£49,695), and for restricted funds a deficit of (£41,153), resulting in a total net movement of funds deficit of (£90,848) for the year.

Total Income - £647,123

- Total income increased £84,651 to £647,123 from £562,472 in 2021, an increase of 15%.
- Income from donations, legacies and grants increased £11,421 to £275,241 from £263,820 in 2021, an increase of 4.5% representing 42.5% of total income (2021: 46.9%).
- Income from charitable activities increased £55,478 to £336,676 from £281,198 in 2021, an increase of 19.7% representing 52.0% of total income (2021: 50.0%).
- Income from other activities (fundraising and events) increased £3,825 to £18,605 from £14,780 in 2021, an increase of 25.9% representing 2.9% of total income (2021: 2.6%)
- Investment income (bank deposit interest and dividend income from the investment) increased £13,927 to £16,601 from £2,674 in 2021, representing 2.6% of total income (2021: 0.5%).

Total Expenditure - £737,971

(Total Expenditure £705,314 plus £32,657 unrealised loss on investment)

- Total expenditure increased £36,740 to £705,314 from £668,574 in 2021, up 5.5%.
- Charitable activities expenditure increased £33,610 to £632,573 from £598,963 in 2021, an increase of 5.6%. Staff costs included in charitable activities expenditure increased £45,380 to £462,626 from £417,246 in 2021,

an increase of 10.9% and representing 65.6% of total expenditure compared to 62.4% in 2021. A factor in the staff cost increase for 2022 was the decision to employ personnel with IT and Marketing and Communication skills.

- Other Expenditure (management and administration costs) increased £3,335 to £72,361 from £69,026 in 2021, an increase of 4.8% representing 10.3% of total expenditure (2021:10.3%)
- The unrealized loss on the Quilter Cheviot Charity Authorised Investment Fund (CAIF) (£32,657) compares with an unrealized gain of £21,399 in 2021. Severe turbulence in the financial markets during 2022 because of the Russian invasion of Ukraine resulted in the reduced asset value of the investment. The investment fund management have taken action to protect the value of the investment and since the financial year end this continues to show a recovery in value.

Net Assets/ Total Funds - £1,372,877

Net assets / funds decreased by the net movement in funds deficit for the year of £90,848.

Net Assets

- Fixed Assets decreased (£50,557) to £435,639 from £486,196 at 31 December 2022. Investment in fixed assets during the year amounted to £15,463 whilst depreciation charged amounted to £65,071. A loss of £949 on disposal of fixed assets was incurred.
- Net Current assets decreased (£40,291) to £937,238 from £977,529 at 31 December 2021 continuing to maintain a healthy financial position.
- The Net Current Assets comprise the Quilter Cheviot CAIF Investment valued at £226,313 (31.12.21 £254,387), Cash on deposit and on hand £676,878 (31.12.21 £718,880) and Debtors less Creditors £34,047 (31.12.21 £4,262). The value of the investment represents 25.1% of cash resources compared with 26.1% at 31 December 2021.
- The original investment in the Quilter Cheviot

Authorised Investment Fund (CAIF) of £215,000 shows an overall unrealised gain of £11,313 to 31 December 2022 (Unrealised overall gain £39,387 to 31 December 2021). The purpose of the investment is to protect core reserves from the adverse effects of inflation by growth in income and capital value. The Trustees have sought advice from the investment manager who advised all necessary action is being taken to protect the value of the investment and to remain invested.

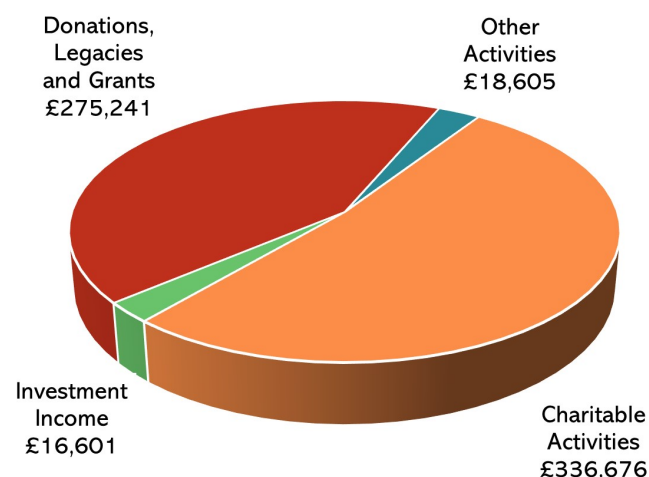
Funds

- Unrestricted general funds decreased (£2,948) to £756,374 at 31 December 2022.
- Designated dilapidation fund increased £3,810 to £22,860 at 31 December 2022. The increase of £3,810 is set aside annually by the Trustees to provide a fund for any potential dilapidation costs associated with the Mayfair lease.
- Designated Fixed asset fund decreased (£50,557) to £435,639 at 31 December 2022. The decrease represents the net change in the Fixed Assets value at the commencement and end of this financial year.
- Restricted funds decreased (£41,153) to £158,004 at 31 December 2022.

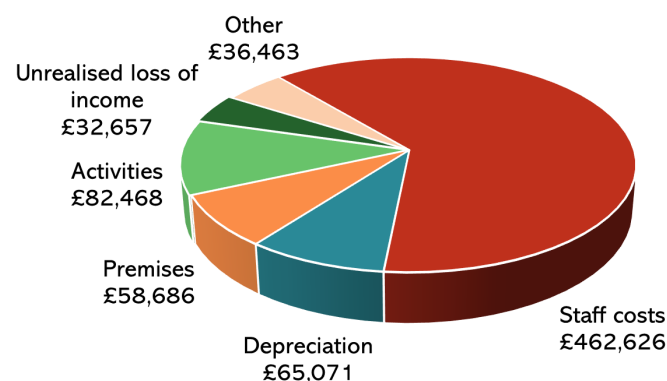
Free Reserves - £756,374

The Trustees have established a target reserves range of between £400,000 and £560,000, based on six months and nine months budgeted expenditure for 2023 plus an estimate for staff redundancies. The Trustees have approved a planned budget deficit of £113,877 and a Capital expenditure budget of £15,000 for 2023. The Board will monitor actual reserve levels throughout 2023 against the target range to determine what, if any, action should be taken to spend down or build reserves.

How we raised our money £647,123



How we spent our money £737,971



STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted Funds	Restricted Funds	Total Year Ended 31.12.2022	Total Year Ended 31.12.2021
	£	£	£	£
Income and endowments from:				
Donations, legacies & grants	149,827	125,414	275,241	263,820
Charitable activities	258,757	77,919	336,676	281,198
Other activities	18,605	-	18,605	14,780
Investment Income	16,601	-	16,601	2,674
Total Income	443,790	203,333	647,123	562,472
Expenditure on				
Raising funds	380	-	380	585
Charitable activities	388,087	244,486	632,573	598,963
Other	72,361	-	72,361	69,026
Total Expenditure	460,828	244,486	705,314	668,574
Investment (Loss)/Gain	(32,657)	-	(32,657)	21,399
Net Income / (Expenditure)	(49,695)	(41,153)	(90,848)	(84,703)
Transfer between Funds	-	-	-	-
Net Movement in Funds	(49,695)	(41,153)	(90,848)	(84,703)
Fund Balances Brought Forward	1,264,568	199,157	1,463,725	1,548,428
Fund Balances Carried Forward	1,214,873	158,004	1,372,877	1,463,725

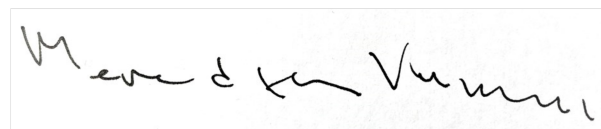
The statement of financial activities includes all gains and losses in the year. All incoming resources and resources expended derive from continuing activities.

BALANCE SHEET

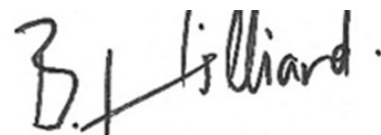
	31.12.2022 £	31.12.2021 £
FIXED ASSETS		
Tangible Assets	435,639	486,196
CURRENT ASSETS		
Debtors	76,711	47,260
Investments	226,313	254,387
Cash at bank and in hand	676,878	718,880
	979,902	1,020,527
Amounts falling due within one year	(42,664)	(42,998)
Net Current Assets	937,238	977,529
NET ASSETS	1,372,877	1,463,725
FUNDS		
<u>Unrestricted Funds</u>		
General Funds	756,374	759,322
Designated Dilapidations Fund	22,860	19,050
Designated Fixed Asset Fund	435,639	486,196
	1,214,873	1,264,568
<u>Restricted Funds</u>	158,004	199,157
TOTAL FUNDS	1,372,877	1,463,725

These accounts are prepared in accordance with the special provisions relating to companies subject to the small company regime within Part 15 of the Companies Act 2006.

Approved by the Trustees on 11 May 2023 and signed on their behalf by:



Meredith Vivian OBE



Ben Hilliard FCA

PLANS FOR 2023

We start 2023 with hope that the impact of Covid during the last few years is waning and more people feel confident about returning to a more sociable world. Although for many this is still quite a challenge we see activities returning to (and sometimes exceeding) pre-Covid levels and look forward to supporting our community and strengthening Mayfair so we are better placed to meet local needs.

Our focus will be to develop and increase our capacity to provide wellbeing, support and care services for those that need them, whilst recognising that we cannot do everything for everyone as much as we want to. We will build our day services and support groups, extend MAYSI and monitor the success of the Calmer Café. We hope to recruit new volunteers to enable the creation of a second youth group for years 6 and 7. We will continue to work with other organisations sharing skills and resources to best meet needs.

A programme of Theatre screenings throughout the year will provide a social occasion where people can enjoy the performing arts without travelling, as well as raising income for Mayfair. We also plan to use this equipment for social activities for other groups such as 44Bs, our adults with learning disabilities, and families. The addition of blackout blinds in the Activity room will make daytime and summer evening screening possible as well as help with energy efficiency.

Looking to the future we will progress actions identified by the Net Zero group to reduce our carbon emissions. This includes a project with the school, training and identifying appropriate energy saving devices.

The digital world remains one of opportunities for Mayfair and local people. The investment in an IT Officer will enable us to review and improve our broadband, identify and implement new software and systems to help us be more responsive and efficient. The Digital Support Service will help people to take the plunge and navigate the digital

world to assist them in their everyday tasks.

To strengthen Mayfair for the years to come we will review how we monitor and evaluate what we do and how we communicate the difference we make. We need to focus energy and generate enough funds to cover the increasing costs of our day-to-day activities as well as fund new things. There is much still to do to improve our communications to raise further awareness of what we do, both with those already involved and with the wider community. Our Communications and Marketing Officer will play a key role in all this activity.

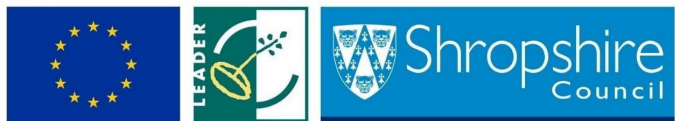
We will work with others in the town, county and wider to play our part in creating a community of wellbeing and support. This includes working toward making Church Stretton a more dementia friendly town, taking a active role in the Voluntary and Community Sector Assembly and the Integrated Care System.

After 25 years Mayfair remains strong as a result of the tremendous efforts of our volunteers, without whom we would not exist. Our sincere thanks go to them, our staff, supporters and partners. Together we continue to strive to improve the health and wellbeing of people living in the Strettons and surrounding area.



THANK YOU

to all our funders and supporters



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