

# The Strettons Mayfair Trust

## ANNUAL REVIEW

### 2023

## A message from our Chair of Trustees



I was chatting to a neighbour the other day and he asked me if I was still involved with Mayfair. As is always the case, I was delighted to be able to say, 'Yes, aren't we lucky to have Mayfair?' He agreed. We reflected on the incredible range and quality of everything that Mayfair does. I note in this report that we are now up to eighty-three services and activities that we can access - care, transport, catering, exercise, leisure, digital support, entertainment, social opportunities, and so many more – whether young, medium, or older, Mayfair has something for you.

This report is full of illuminating information, but two statistics really caught my eye – our annual survey revealed that 98% of those who accessed services from Mayfair said their wellbeing had been improved and 65% said they had made friends. Loneliness is a terrible malaise which affects many of us in our 'civilised' society. Mayfair, and its people, continues to challenge social isolation and I'm glad that for many we are having such a positive impact.

I say 'its people' because Mayfair is the coming-together of an amazing set of human forces – thirty eight caring and highly-skilled professional staff, 592 hours a week from energetic and committed volunteers providing a huge range of support and services, incredible generosity from donors and grant-makers, our supportive partners in the community and further afield – plus, you, the people who access all of our activities and services.

I was down by the railway recently and heard the approaching roar of a steam locomotive as it rushed towards me. As it passed I was intensely aware of its moving parts, the immense power, its clear sense of purpose, everyone on board enjoying being

part of it – it was a dazzling phenomenon. As I read this report I am reminded of that steam engine and how our moving parts deliver such power, purpose and impact.

I am sure you will enjoy reading everything that Mayfair has done this year for so many in the community. To inform our strategic plan for the next five years we carried out a significant set of engagement activities. We gleaned great insights and ideas from many of you. However, the clearest message we received was 'keep on doing what you're doing' – I'm looking forward to Mayfair doing just that.

*MEREDITH VIVIAN OBE*

## About us

Mayfair Community Centre (Mayfair) was opened in June 1997 and our second building, the adjacent Health and Wellbeing Centre (HWBC) was opened in September 2016. Mayfair is focused on promoting, improving and helping maintain the health and social wellbeing of people in the Strettons and surrounding areas, and supporting their independence. The charity is run by experienced paid staff, actively assisted by a strong team of 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.***

# Meeting our mission:

## ENHANCING LIVES

### 2023 HIGHLIGHTS

- 83 different services and activities are offered through Mayfair!
- 98% said their wellbeing had been improved as a result of their involvement with Mayfair. *Mayfair Annual Survey*
- 65% said they made friends at Mayfair or through Mayfair activities. *Mayfair Annual Survey*

*"I love Mayfair so much you can stick me to that wall and leave me there! And you can quote me on that!"*

*Mayfair Care recipient*

- Our new theatre screening project has proved very successful with 535 tickets sold. We held 15 screenings throughout the year including a new programme of Royal Opera and Royal Ballet shows. Our two Christmas screenings of the Nutcracker were fully booked.

We have been delighted to welcome young drama students from the local school to our Crucible show, as well as a group from the local dance school to a Romeo and Juliet ballet. We also hosted our first film premiere for the short animation 'Visible Mending'.

New blackout blinds and an online ticketing system have enabled us to improve the cinema experience for everyone.

*"What a wonderful time I had watching the Nutcracker...The ballet itself was exquisite but the care and attention to the overall experience by the Mayfair team was brilliant! It was very special to be able to join in as a family, along with my Nan (96) who would find a trip to the theatre for a live performance too much. "*

*Feedback from a theatre screening attendee*

- We launched a family film club in October with Arts Alive Flicks in the Sticks. We plan to show a film every school holiday. 75 children and family members enjoyed Super Mario and Elemental.
- In September we launched the Craft Café, a sociable space where people can explore their creative side, supported by volunteers, with lots of crafts to try out.

- Use of the Health and Wellbeing Centre Coffee Shop increased by 69% This is a great, friendly meeting place for the community.



- Beacon (care and activities) had an action packed 2023. Activity highlights have included manicures and hand massages from Nails by Nancy, dance and music shows from guests such as Eastern Mystique and the Strummers, arts and crafts activities, games and quizzes.

We particularly enjoyed welcoming some friendly alpacas to Mayfair from Admirals View Alpacas. 44Bs, Crèche, Care and Share group, and other local residents were also invited along to meet these lovely creatures.

- The IT Officer and team of digital volunteers offered sessions twice or three times a week to provide digital support. This included help with basic email, online shopping, accessing NHS apps and much more, as part of the countywide digital skills programme funded by Shropshire Council.



- Supported by Mayfair Friendship volunteers, we started a second Friendship Group on a Friday afternoon, in addition to the existing Tuesday group. These are friendly drop-ins where people can meet for a cuppa and a chat.



*"I thank you with all my heart, and am so grateful to everyone who has helped me in Mayfair. I would also like to convey my special thanks to the Crèche team for being so wonderful with my daughter who enjoyed every time she went into Crèche."*

*Mayfair beneficiary, volunteer and Crèche parent*

*" Mayfair is a homely, comfortable place to come during the week. I am there regularly; I can't imagine life without Mayfair!"*

*Mayfair Annual Survey, Centre user*

# Meeting our mission:

## ENABLING INDEPENDENCE

### 2023 HIGHLIGHTS

- HSBC started a monthly pop-up bank, providing a helpful local addition as banking facilities in the town have closed.
- As part of Carers Week, the MAYSI (Mayfair Supporting Independence) team held a group visit to Attingham Hall and gardens with free entry kindly offered to carers by the National Trust. Our Ring and Ride volunteer, John, enjoyed his ice-cream on a beautiful sunny afternoon!



- Our CoCo befriending scheme supported 77 people, with 21 new partnerships matched.

*"The care services are a wonderful much-needed support in dealing with Alzheimers."*

*Annual survey response*

- MAYSI coordinators dealt with 473 requests for advice and support (over 100 more requests than in 2022).

*I bless the day that B came into my life - she has become a good friend, always encouraging and understanding. When we met we quickly found we had things in common... I always look forward to enjoying lively conversation with her and my life would certainly be more dull without her. Feedback from a CoCo (Compassionate Communities) client about her befriender*

- A team of volunteers helped fill in 133 forms, including 46 Blue Badge applications and 73 Attendance Allowance applications.
- 12,601 Ring and Ride door to door transport journeys were made in 2023. This is 2,000 more than last year!

*"Ring and Ride is a wonderful service. The drivers and passenger assistants are very friendly and kind. It empowers me to be able to go out on my own."* Ring and Ride Passenger

- A new activity menu was introduced to help promote our 44Bs service - our community day opportunities service at Mayfair for adults with learning disabilities (ALD) and/or autism. We have worked with other ALD services to hold joint activities, introducing 44Bs to a younger population and enabling them to meet up with friends and build social networks.



*"I like cooking, computers and Wolf Yoga. We do good stretches for my muscles. I like to howl (hooooowl). Yoga is so relaxing I go to sleep."*

*"We go on lots of trips like Discovery Centre, bowling and litter picking. They [people in Church Stretton] all say thank you for doing a good job."*

#### *Quotes from 44Bs participants*

- 2023 saw an increase in people wanting help with bathing, now up to 9 a week. We have also seen an increase in people with more complex issues needing MAYSI and our social groups and services have continued to grow.

*"D has thanked us all at Beacon for always chatting with her, listening and supporting both her and her husband. She said she felt much better today after we chatted on the phone and that the chat encouraged her to seek further help and support as advised."*

*Write up from Beacon staff about support for a Beacon member and her partner*



- These hearts were made in pairs. The other one of each pair was sent out with each Mayfair Meal on Christmas Eve, with love from the Mayfair team.
- 6,494 Mayfair Meals were delivered in 2023. These hot home-cooked meals are delivered every day of the year.

## Meeting our mission:

# BUILDING A STRONG COMMUNITY 2023 HIGHLIGHTS

- 69 new volunteers joined the Mayfair team this year. 290 volunteers gave their time in 2023. 592 hours a week of volunteer activity were undertaken. At minimum wage, this would cost well over £300,000 a year, but the value of volunteer energy, friendship and expertise is priceless.
- The Frost Fayre in November was a huge community event and part of the Town's 'Christmas Lights Switch On'. Craft stalls, children's activities and a penguin trail brought hundreds of people into the Mayfair buildings, introducing many new people to Mayfair.

*"For the size of Church Stretton, Mayfair provides something for all ages and abilities, offering a good range of activities and support."* **Mayfair Annual Survey, Centre user**

- New activities such as the Theatre, Family Films and the Frost Fayre (which included a collaboration with the Primary School PTA) increased awareness of Mayfair with wider sections of the community. A fun little highlight was taking a Ring and Ride bus on the Church Stretton Tractor Run!



- We were honoured to welcome the High Sheriff of Shropshire to Mayfair in February. The Sheriff's visit coincided with a CoCo meeting, so she thanked our invaluable befriending volunteers for the work that they do. Whilst we couldn't invite all 290 of our active volunteers to be there, these words from the Sheriff extend to every single one of our volunteers: *"I can't thank everyone in person, but I am here today so I can thank you – and I do so from the bottom of my heart."*
- The Mayfair Health Walk Leaders, with volunteer organiser Trish Howard, and the CoCo volunteers, with team leader Christine Richardson, received Community Service Awards from the Town Council - huge testament to their commitment and hard work.

- An Open Day in April invited professionals and members of the community to have a guided tour of Mayfair with an introduction to our activities and an opportunity to meet the staff and volunteer team. Over 30 people attended from a wide variety of local organisations.

*"I had no idea of the quality and variety of support offered by the Mayfair before the tour. The care and compassion of the staff and volunteers shone through and I came away with an understanding of what person-centred care really means and how it is practised at Mayfair."* **Feedback from Mayfair Open Day**

- After a very proactive volunteer recruitment campaign, and in collaboration with SYA (Shropshire Youth Association) and the Town Council, we were able to start a second youth group in September for those aged 10-11. Providing a safe space for young people to meet after school and try new activities is especially important as young people have missed many opportunities to socialise during Covid.
  - The Net Zero group developed plans to install solar panels on both buildings. Funds of £40,643 have been awarded by HSBC towards the project. Church Stretton Secondary School pupils undertook an audit of Mayfair to identify ways of reducing our energy use and came up with several ideas. This work continues into 2024.
  - Working with Church Stretton Food Bank and Citizens Advice Shropshire, the need for access to affordable food was identified and, as a result, Ring and Ride arranged monthly trips to an affordable supermarket in Shrewsbury. The trips were funded by Church Stretton Rotary Group.
  - We continued to work with others both in terms of collaboration on delivery of services and strategic planning. The latter includes involvement in Church Stretton's Dementia Friends Group, the Voluntary and Community Sector Assembly, countrywide development of Day Services, Proactive Care and the Prevention strategy.
- A significant piece of work commenced this year to review our 5 year strategy for 2024-2029. Trustees talked to groups and individuals both within and outside Mayfair as well as gathering views from key partners and stakeholders.

*"You are a formidable force for good within the community and I cannot imagine how we could provide GP services without your support."* **Strategic Plan Feedback from our partners at Church Stretton Medical Practice**

## Meeting our mission:

# BUILDING A HEALTHY COMMUNITY

## 2023 HIGHLIGHTS



- Mayfair Health walks have continued to provide 6 different levels of weekly walks, led by a team of volunteer leaders and back markers. 11 new walk leaders were trained in January and 40 new walkers have joined or rejoined our walks this year.
- 2,673 Attendances on Mayfair Health walks in 2023
- Our Health and Wellbeing Centre (HWBC) continues to be a popular community meeting place and Coffee Shop, as well as being the base for a wide variety of NHS clinics and services. This has seen HWBC footfall reach over 13,000 visits in 2023.

*"I am 87 and feeling the effects of old age. By providing meals and exercise you keep me going which I am very grateful! Keep it up!."*

*Mayfair Annual Survey response*

- Clinics in HWBC now include Audiology, Midwifery, Podiatry, IAPT Counselling, Community Respiratory Nurses (COPD Clinic), Young Peoples' Social Prescriber, Speech and Language Therapy, and Diabetic Eye Screening. We also provide an office base for the NHS Rapid Response Team for South Shropshire.

*"All the exercise classes I do - Yoga with Liz, Zumba with Wendy, and Belly dancing with Angela are excellent. The instructors are first rate and there is a friendly atmosphere in all of them."*

*Mayfair Annual Survey, Exercise class participant*

- 3,833 attendances at the 12 different weekly dance and exercise classes in 2023. This is 1,718 more than in 2022!
- 98% of attendees at Mayfair exercise/dance classes rated them as 'good' or 'excellent'. *Mayfair Annual Survey*



*"Mayfair is a place where you can find people to talk to; friendly and warm."* **Mayfair Annual Survey**

- Working with Shropshire Mental Health Support, the Calmer Café supported 31 people struggling with their mental health, two sessions each week being attended by an average of 6 people.

*"The group is very positive and friendly. The atmosphere is wonderful and we laugh a lot."* **Mayfair Annual Survey response**

- We were pleased to welcome the new manager of South West Shropshire Primary Care Network (Debbie Davies) and to provide their office space at Mayfair in 2023. This enabled us to improve networking with health colleagues.
- Janet, one of our MASYI officers, is also an NHS 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.

*"I'd like to say a huge thank you to Janet for help that I feel has saved my life! I always feel comfortable going to the Mayfair Centre and am so impressed with all it has to offer. I went to Calmer Café and also had a 1 to 1 session.... I was rock bottom and she has given me hope for the future. She is doing me a referral for bereavement counselling, going to meet me once a week and has put me with a CoCo volunteer. "* **Thank you letter to Social Prescribing/MAYSI**

*"I understand better how effective social prescribing can be when practised at the Mayfair and how you all work together to help the individual."* **Open Day feedback**

- A 'Bumps and Babies' information sheet has been put together to provide Maternity and early parenthood support and signpost to local services. This was created by Kate, one of our volunteers who has worked closely with women attending Maternity clinics at the HWBC.
- Various private practitioners hire space at Mayfair to provide complementary therapies. These include Podiatry, Chiropractic Treatment, Sports Massage, Physiotherapy, Mindfulness, Hypnotherapy, Lymphatic Therapy and Counselling.



# OUR SERVICES

## Young People

The Youth Drop-in for school years 8, 9,10 and 11 meets on Tuesday evenings at Russells Meadow Pavilion to take part in weekly sessions of cooking, board games, crafts and table tennis. They also have access to an equipment library with lots of exciting things from which the young people can choose. Church Stretton Town Council funds the SYA Youth Worker. Plans to start a second Youth drop-in group for school years 6 and 7 in April were delayed by the inability to recruit enough volunteers. However, by the autumn, seven new youth club volunteers had completed their Safeguarding training and the new junior group (for years 6 and 7) started following a successful trial session for parents and young people. Both groups are now up and running with a full activity programme.

## IT

As more and more of our world goes online, it is important that we don't leave people behind. Mayfair's Digital Support Service offers one-to-one support from volunteers to help people get started or develop their skills. We are part of the Shropshire Council Digital Skills Programme and receive funding for supporting individuals on a learning program or for one-off drop-in support. Over 60 people improved their digital skills during the year. The team of IT volunteers were available 3 mornings a week providing assistance to the Mayfair team as well as the public. As part of Get Online Week the Mayfair Digital Skills team also held a drop-in session at the HWBC in October.

## Crèche

Crèche numbers were 43% up compared with 2022, with an average of 36 sessions per month, peaking at 82 sessions in August to support local families during the holidays. Children can play in a safe, child-centred environment, choosing from a wide range of activities or toys to play with, and getting a chance for gentle socialising that can help to prepare young children for nursery school. Flexible childcare gives parents and carers some time for themselves, enables 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. As the year progressed, more people joined Beacon, and particularly the demand for baths reached an all-time high.

A varied activity programme took place over the year including quarterly outings to places such as The Discovery Centre. Visitors of all ages also came into Beacon and provided entertainment or taster sessions. This has included nursery children, musicians, singers, dancers, and even two alpacas! This was in addition to day to day activities such as quizzes, arts and crafts, reminiscence, singing, puzzles and much more. We also provide support to access to Mayfair's exercise classes, support groups and appointments.

Breathing Space encourages people to sing and be creative. Care and Share group offers a supportive and social space for people with dementia and their carers.

## 44Bs

This service, funded by Shropshire Council, 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. During the year new activities were trialled including a training café, film club, sports afternoons with local clubs such as croquet, yoga sessions with Parent and Carer Council (PACC) and many outings.

We worked with other organisations such as the PACC, Severndale School and other day and residential services for adults with learning disabilities, promoting what we do and organising joint activities such as film club and yoga sessions. This helped us introduce 44Bs to a younger population and created many opportunities for people to meet up with their old friends and build social networks.

## MAYSI

MAYSI (Mayfair Supporting Independence) helps people to remain independent and encourages wellbeing, through information and support on a wide range of issues. Our Coordinators dealt with 473 requests for advice and support ranging from information on social activities to supporting people and their families with more complex challenges arising from physical and mental health issues or social isolation. Support is also given to fill in forms. A team of 5 volunteers helped 73 people apply for Attendance Allowance, 46 to get a Blue Badge, 11 to access Personal Independence Payments and 3 to obtain Carers Allowance. MAYSI works closely with the Medical Practice and provides the GP Care Coordinator role and a Social Prescriber. MAYSI is based in the Practice 2 days a week for Social Prescribing referrals, part of the countywide service led by Shropshire Public Health. During the year, 99 people were supported by Social Prescribing.

Care4Me Hospital Avoidance Project in conjunction with Bluebird Care and Church Stretton Medical Practice enabled 5 people to recover at home, saving the NHS over £43,000. People were identified by the GP, short term care was provided and MAYSI followed up long term issues. MAYSI also worked with many others to prevent admissions. Mayfair played a part in the Winter Support

service, with Shropshire Council and other voluntary sector organisations, providing targeted support to those most at risk of hospital admission in winter.

Joint working with Shropshire Mental Health Support facilitates Calmer Café (a weekly mental health support café), which was used by 31 people in 2023 with weekly attendance of 6-7. Six people completed the Reconnect course for maintaining positive mental health. A monthly Carers Group provides an opportunity for carers to meet, have some fun, share issues and support each other. MAYSI staff and volunteers are on hand to facilitate activities and offer support.

## CoCo

CoCo (Compassionate Communities) 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. 77 people benefited, with 21 new partnerships matched in the year. CoCo is part of the Wellbeing and Independence Partnership led by Age UK Shropshire, Telford and Wrekin and partly funded by Shropshire Council.

## Support Groups

Cancer Care, Parkinsons, and Stroke Group continue to meet regularly at Mayfair. Mayfair also hosts the Church Stretton Ukrainian Support Group for weekly sessions that involve teaching English, providing one-to-one support and a social space to meet. Other support groups are facilitated by us. 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. In 2023 we started a second group on a Friday afternoon. The Carers Group continues to meet monthly and Calmer Café provides support for people struggling with their mental health.

## Ring and Ride

Ring and Ride 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 need support to get around. The four minibuses were kept active Monday to Friday, with 12,606 trips, almost 2,000 more than 2022 but still down on pre-Covid levels. Two part-time paid staff oversee all aspects of the operation, aided by 20 volunteer drivers, four passenger assistants and backed up by three volunteer administrative staff. During 2023, 207 members travelled, with 50 making their first trip. Food deliveries were carried out as needed and new monthly trips to affordable supermarkets were made in conjunction with the Foodbank. While supporting several autumn flu vaccine and Covid booster clinics, we set a new record for trips: 116 people in a single day. Shropshire Community Transport Consortium, of which we are a member, commissioned an IMPACT Report to show the value of community transport and inform bids for funding.

## Mayfair Health Walks

These 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.

Our survey feedback shows that these walks are not just great for improving physical health and fitness, but also provide an invaluable way for people to make friends, socialise and enjoy our beautiful local area.

## Mayfair Meals and Catering

Mayfair Meals are nutritious, hot meals, delivered 365 days a year to local residents who are unable to cook their own meals. Church Stretton Good Neighbours and Mayfair volunteers, who deliver the meals, also provide regular social contact and welfare checks. 6,494 meals were delivered in 2023. May was our busiest month, averaging 21 meals a day.

Catering at Mayfair provides a lot more than a meal. The focus for all our catering services is improving wellbeing, whether through nutritious food, or social interactions and friendship. This was reflected in 2023 reviews for Mayfair Lunch Hub and our Health and Wellbeing Centre Coffee shop which emphasised 'excellent food and atmosphere' and how friendly our volunteers are. The Coffee Shop saw a 69% increase in footfall, following extended opening hours, menu changes and specials such as afternoon teas.

The team catered for events, special occasions, and Christmas festivities. They also began selling a range of produce such as preserves, biscuits and Christmas cakes. These were a big success, with 302 individual cakes being sold.

## Exercise and Dance classes

Physical activity is good for our physical and mental health. Mayfair offers 12 different exercise and dance classes to suit a variety of interests and abilities. During the year we also hosted the Energize Elevate programme for people identified at risk of falling. Our regular classes provide a natural follow-on for those wishing to continue building their strength and balance as this is the focus of four of them.

Throughout the year, an average of 120 people participated in physical activity sessions each week.

## Arts and Crafts

Regular Mayfair craft groups include our card makers and Crafty Ladies, Merrymakers and Thursday Art Group. In September we started a free Craft Café, inviting people to come and explore their creative side in a relaxed, social setting. A wide variety of craft activities are on offer and volunteer facilitators encourage people to have a go and learn new skills if they wish, or just sit and

chat.

We hosted a film premiere in August for 'Visible Mending', a short animation by Samantha Moore about 'emotional repair through wool'. The film features Mayfair's Merrymakers craft group and the event was both celebratory and poignant, remembering those involved in the film who are no longer with us.

## HOW WE MAKE IT WORK

### Volunteers

Volunteers are the backbone of Mayfair. They support every service and can be found as Trustees, receptionists, administrative workers, kitchen assistants and waiters, drivers, tutors in IT, support workers for Beacon, Arts and Crafts group leaders, Crèche helpers, walk leaders, befrienders, youth leaders, fundraisers and more. With an influx of new people, Mayfair ended the year with 69 new volunteers, allowing an additional 120 hours a week of volunteer activity to be undertaken (592 hours each week, from 470 hours at the end of 2022). Most weekly slots were covered but were always susceptible to change. If Mayfair had to pay for this time at the National Living Wage (£10.42 from April 2023) it would cost well over £300,000 a year. However, the value of volunteer energy, friendship, knowledge, and experience is priceless.

We aim to ensure that volunteers find their time at Mayfair rewarding and fulfilling. Social events such as our Volunteer Party in June, Christmas get togethers, and regular Friday volunteer coffee mornings have been lovely, friendly occasions.

### Staffing

It was a year of change at Mayfair with 4 long-term staff retiring or moving on and the recruitment of 5 new staff. During 2023 Mayfair employed 38 staff, 5 full-time and 33 part-time or relief working, to cover 34 posts:

John Avery, Sarah Beesley, Sue Boniface, Hayley Botwright, Naomi Coleman, Helen Crumpton, Nicola Daniels, Phillipa Davies, Rob Edwards, Chris Evans, Gill Farr, Lucy Greening, Vicky Greening, Hayley Hughes, Cath Jacob, Sylvia Jones, Sandra Kennett, Amy Key, Joy King, Courtney Lewis, Julie Price, Hannah Owen, Shaz Malins, Demi Newton, Jenifer Pickard, Tracy Rice, Rita Riley-Walshe, Katrina Roberts, Lena Roberts, Helen Sansom, Ken Southern, Eve Simmonds-Jones, Cathy Thomas, Lynda Thornton, Sarah Watts, Sharon Wiggins, Janet Williams, Nicki Wilson.

### Management

The day-to-day management of Mayfair in 2023 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  
Paul Richmond  
Helen Vaughan  
Andrew Askew  
Andrew Monday  
Gwyneth Jones  
Andrea Graham  
Harriet Trevor-Allen

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

## Buildings

Our facilities provide an accessible central venue in the heart of town. They are used by many different organisations and groups including: NHS clinics, South-West Shropshire Rapid Response Team, and a number of complementary therapies. Other community services include; a variety of support groups, Climate Care, HSBC banking hub, Housing advice, Shropshire Local, Children's Services, Harmony in the Hills Choir and Marmaladies WI group.

The Community Centre building is on a long-term lease from Connexus. We provide rooms free of charge for Connexus activities, including Shropshire Domestic Abuse Service. Mayfair also support the bungalows at Mayfair Court and provide social value for the tenants. This covers the cost of the rent.

Investments this year have included a new multi-use kitchen cooker, dishwasher and coffee machine. We also installed black-out blinds in the Activity Room which allow us to hold day-time screenings or meetings as well as cooling the room during hot weather.

As the cost of running our buildings continues to rise, we are looking at ways to reduce expenses, such as solar panels.

## Publicity and Marketing

Communications and marketing improved with an increase in social media and online activity as we continue to use these mechanisms to spread the word and improve awareness about Mayfair. Facebook reach went from 2,000 to over 10,000, and our Google review rating was 4.9/5. We set up an Instagram account in September and by December had 226 followers. Quarterly newsletters in accessible format were shared online and in hard copy. Leaflets were redesigned, including a new 44Bs programme of activities. We attended many events to promote Mayfair activity including a county-wide Dementia Day, the Church Stretton Fun Day and had a regular stand outside the Co-op supermarket.

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

During the year we took measures to improve our cyber security and identified new ways to improve our internal systems, including using a digital payment system and online ticket platforms.

We continue to ensure that appropriate training is provided for staff and volunteers wherever this is required. This year, this included wellbeing sessions for staff and volunteers and training in Food Hygiene, Advice 'First Aid' from Citizens Advice and safeguarding for children.

A Risk Management Policy has been approved by the Board. The Risk Management Group oversees the risk management process and reviews all organisational risks on a six-monthly basis.

Trustees have undertaken a review of our governing documents and embarked on a process of engagement with the community to direct the next Mayfair five-year strategy. Trustees talked to groups and individuals both within, but mainly outside, Mayfair including the Parish Centre Parents and Toddlers group and the Leisure Centre. Annual surveys for users and volunteers included a question asking what they wanted Mayfair to be doing in the next 5 years. Further engagement will take place in early 2024 with a wider public survey, stakeholder consultation and focus groups. The overwhelming feedback so far has been "keep doing what you are doing".

# FUNDRAISING HIGHLIGHTS

Fundraising highlights this year included:

- 15 theatre screening events including 2 with gourmet pre-show meals.
- Four quiz parties throughout the year, hosted by Ken Willis. These are always fun, sociable evenings and great fundraising events.
- A wonderful Open Gardens event run by Sue Swallow and a team of local residents.
- A raffle of a beautiful hand-stitched quilt, kindly donated to us by Marianne Smith. Marianne started creating the quilt in the 1970s, so it is full of stunning vintage fabrics.
- A book, plant and craft sale in late April followed by a further plant sale in early May. Our coffee shop was also open for these events.
- Church Stretton Golf club very generously chose to donate the fees and raffle income from their 2023 Charity Open event.
- Sponsorship of Joanna who completed the Stretton Running Festival 10k for Mayfair.
- Accordion classes provided by Ed Moseley who gifted all tuition fees to Mayfair.
- Church Stretton Arts Festival Coffee Concert refreshments were kindly sold in aid of Mayfair Ring and Ride.
- A very successful Frost Fair which included fundraising through craft and card sales, refreshments, produce, craft fair hire fees, fun family activities, and raffle sales.
- Sales of Christmas cakes and other produce such as preserves and sweet treats produced by the catering team.
- A wonderful Festive Music Recital with Ragleth Recorders and other talented local musicians.
- A very successful Christmas raffle with prizes kindly donated by local businesses and residents, including a £250 cash prize from MSN Lunts Pharmacy, a meal for 4 from Madeline, a scented hamper from *Little Scents of Love*, and many more generous contributions.

Sales of books, cards, crafts and shop items were very successful in 2023, contributing £9,242. We're very grateful to our Crafty Ladies, Mayfair card makers, the book sales team, the plant sales team and all those who create and donate items for these fundraising activities.

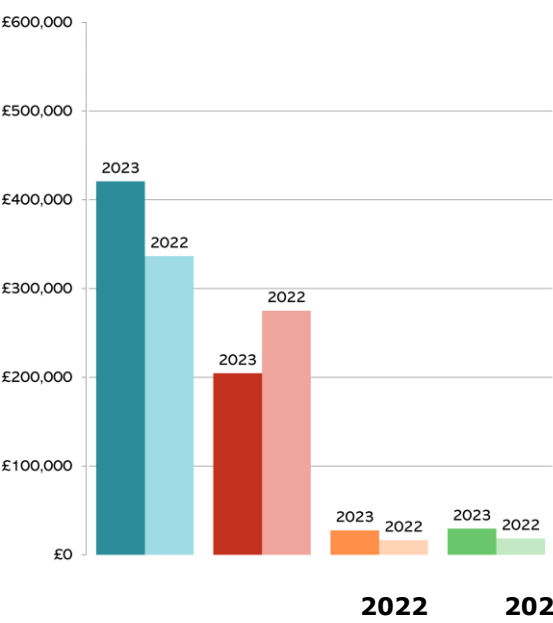
The lottery continues to be a good long-running source of funding. In 2023 we reached the fantastic total of over £100,000 raised since the Mayfair lottery began 21 years ago!

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

We greatly appreciate all donations from individuals and groups. Donations this year totalled £45,233 plus further donations of £8,293 which were restricted for certain activities such as Beacon, MAYSI and Ring and Ride. We're also extremely grateful for donations made in memory of loved ones and to those who make a gift in their will. This year we received further generous legacy payments from the estates of Aline Montgomery and Dora Wright.

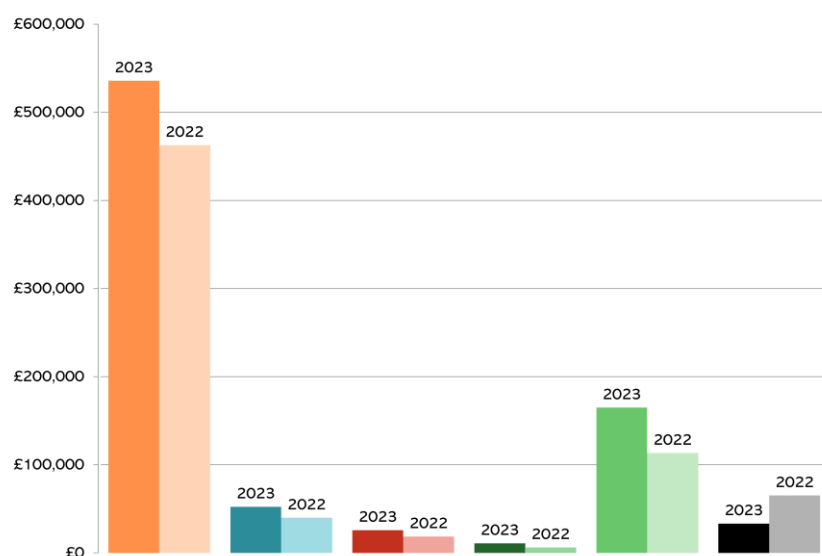
# FINANCIAL HIGHLIGHTS

## Income



|                              |                 |                 |
|------------------------------|-----------------|-----------------|
| Charitable Activities        | £336,676        | £420,840        |
| Donations, Legacies & Grants | £275,241        | £204,584        |
| Investment Income            | £16,601         | £27,720         |
| Other Activities             | £18,605         | £29,475         |
| <b>TOTAL</b>                 | <b>£647,123</b> | <b>£682,619</b> |

## Expenditure



|                                | 2022            | 2023            |
|--------------------------------|-----------------|-----------------|
| Staff Costs                    | £462,626        | £535,725        |
| Fuel, Telephone & Insurance    | £39,755         | £52,341         |
| Rent, Water & Waste Disposal   | £18,537         | £25,834         |
| General Maintenance & Cleaning | £6,170          | £10,842         |
| Activity Costs                 | £113,155        | £164,838        |
| Depreciation of Fixed Assets   | £65,071         | £33,234         |
|                                | <b>£705,314</b> | <b>£822,814</b> |

## Key Finance Facts

- Total income in 2023 saw a 5.5% increase of £35,496 since 2022. All charitable activities' incomes showed growth.
- Total expenditure rose 16.7% on 2022, a £117,500 increase. This includes a 45.7% increase in activities costs, a 15.8% increase in staff costs, and a 38.1% increase in utilities, telephone, insurance and maintenance costs.
- Net expenditure for the year was (£121,636), a 33.9% increase on net expenditure of (£90,848) in 2022. Net expenditure comprises unrestricted net expenditure of (£82,544) and restricted net expenditure of (£39,092).
- Compared to an unrealised loss last year, our investment with Quilter Cheviot showed a net unrealised gain of £35,099 to 31 December 2023 and has continued to increase in value since the financial year end.

## Finance Overview

Management, staff and volunteers, supported by the Board of Trustees, have risen to the challenge of another difficult financial year with high inflation and a cost-of-living crisis. Whilst income has increased since 2022, this did not meet our expenditure, although we came within our planned budget, which included use of reserves. Mayfair remains in a healthy financial position, holding adequate reserves to continue to provide services to beneficiaries.

At the end of 2023, free reserves stood at £697,115. Trustees agreed a target reserves range for 2024 of between 460k and 630k, based on 6 months and 9 months budgeted expenditure. As we are planning to use reserves in 2024, income generation is a priority for us moving forward.

Our detailed statutory annual accounts are available on our website at [www.mayfaircentre.org.uk](http://www.mayfaircentre.org.uk) or by contacting Mayfair on 01694 722077.

## STATEMENT OF FINANCIAL ACTIVITIES

|                                      | <b>Unrestricted<br/>Funds<br/>2023</b> | <b>Restricted<br/>Funds<br/>2023</b> | <b>Total Year<br/>Ended<br/>31.12.2023</b> | <b>Total Year<br/>Ended<br/>31.12.2022</b> |
|--------------------------------------|----------------------------------------|--------------------------------------|--------------------------------------------|--------------------------------------------|
|                                      | <b>£</b>                               | <b>£</b>                             | <b>£</b>                                   | <b>£</b>                                   |
| <b>Income and endowments from:</b>   |                                        |                                      |                                            |                                            |
| Donations, legacies & grants         | 59,678                                 | 144,906                              | 204,584                                    | 275,241                                    |
| Charitable activities                | 313,575                                | 107,265                              | 420,840                                    | 336,676                                    |
| Other activities                     | 29,475                                 | -                                    | 29,475                                     | 18,605                                     |
| Investment Income                    | 27,720                                 | -                                    | 27,720                                     | 16,601                                     |
| <b>Total Income</b>                  | <b>430,448</b>                         | <b>252,171</b>                       | <b>682,619</b>                             | <b>647,123</b>                             |
|                                      |                                        |                                      |                                            |                                            |
| <b>Expenditure on:</b>               |                                        |                                      |                                            |                                            |
| Raising funds                        | 128                                    | -                                    | 128                                        | 380                                        |
| Charitable activities                | 466,536                                | 291,263                              | 757,799                                    | 632,573                                    |
| Other                                | 64,887                                 | -                                    | 64,887                                     | 72,361                                     |
| <b>Total Expenditure</b>             | <b>531,551</b>                         | <b>291,263</b>                       | <b>822,814</b>                             | <b>705,314</b>                             |
|                                      |                                        |                                      |                                            |                                            |
| Investment Gain/(Loss)               | 18,559                                 | -                                    | 18,559                                     | (32,657)                                   |
|                                      |                                        |                                      |                                            |                                            |
| <b>Net Expenditure</b>               | <b>(82,544)</b>                        | <b>(39,092)</b>                      | <b>(121,636)</b>                           | <b>(90,848)</b>                            |
|                                      |                                        |                                      |                                            |                                            |
| Transfer between Funds               | 4,000                                  | (4,000)                              | -                                          | -                                          |
|                                      |                                        |                                      |                                            |                                            |
| <b>Net Movement in Funds</b>         | <b>(78,544)</b>                        | <b>(43,092)</b>                      | <b>(121,636)</b>                           | <b>(90,848)</b>                            |
|                                      |                                        |                                      |                                            |                                            |
| Fund Balances Brought Forward        | 1,214,873                              | 158,004                              | 1,372,877                                  | 1,463,725                                  |
| <b>Fund Balances Carried Forward</b> | <b>1,136,329</b>                       | <b>114,912</b>                       | <b>1,251,241</b>                           | <b>1,372,877</b>                           |

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

|                                     | 31.12.2023       | 31.12.2022       |
|-------------------------------------|------------------|------------------|
|                                     | £                | £                |
| <b>FIXED ASSETS</b>                 |                  |                  |
| Tangible Assets                     | 412,544          | 435,639          |
|                                     |                  |                  |
| <b>CURRENT ASSETS</b>               |                  |                  |
| Debtors                             | 90,308           | 76,711           |
| Investments                         | 250,099          | 226,313          |
| Cash at bank and in hand            | 613,652          | 676,878          |
|                                     |                  |                  |
|                                     | 954,059          | 979,902          |
| Amounts falling due within one year | (115,362)        | (42,664)         |
| Net Current Assets                  | 838,697          | 937,238          |
| <b>NET ASSETS</b>                   | <b>1,251,241</b> | <b>1,372,877</b> |
|                                     |                  |                  |
| <b>FUNDS</b>                        |                  |                  |
| <u>Unrestricted Funds</u>           |                  |                  |
| General Funds                       | 697,115          | 756,374          |
| Designated Dilapidations Fund       | 26,670           | 22,860           |
| Designated Fixed Asset Fund         | 412,544          | 435,639          |
|                                     | 1,136,329        | 1,214,873        |
| <u>Restricted Funds</u>             | 114,912          | 158,004          |
|                                     |                  |                  |
| <b>TOTAL FUNDS</b>                  | <b>1,251,241</b> | <b>1,372,877</b> |

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 6th June 2024 and signed on their behalf by:

Meredith Vivian OBE *Chair*

Ben Hilliard FCA *Treasurer*

## PLANS FOR 2024

2024 is a year of challenge and opportunity. The needs of the community continue to grow alongside increasing costs. For the last few years, Mayfair has invested reserves to enable us to grow and navigate the changes brought on by the pandemic. This year, there will be a focus on fundraising and grant applications to help fill the gaps. We will relaunch our lottery, raise awareness of the needs for donations and the impact legacies have had on our ability to provide services and activities.

Our strategic plan for the next 5 years will be produced, taking into account the engagement with users, volunteers, stakeholders and the wider community. The key themes that have emerged will be accessibility, inclusion and connection. A review of our governing documents has produced a series of recommendations to update them. These will go to the AGM for consideration and approval.

We will continue to develop and grow our services based on need. We plan to:

- Grow and evolve our day services and opportunities for people with care and support needs.
- Provide weekly digital support sessions to empower and grow skills, whilst offering outreach to make this more accessible.
- Increase the number of events we host and cater for, especially in the evenings and weekends, providing social opportunities and generating funds.
- Work with others across the county to develop and deliver support networks that enable wellbeing and independence.
- Continue to improve communication internally and externally, and use IT where possible to help improve access and efficiency.
- Continue to progress our plans to Net Zero, including installation of solar panels on both buildings.
- Continue to keep our facilities and equipment up to date and in good condition with an upgrade to full fibre broadband, a programme of decorating through the buildings, seeking funds to update boilers and purchasing a vehicle for Ring and Ride.

With the support of our volunteer team, donors, partners and funders, Mayfair will continue to listen and respond. We will employ sound financial management whilst making sure we continue to do what we can to support our community.

We thank everyone for their ongoing support.

THANK YOU  
TO ALL OUR FUNDERS AND SUPPORTERS