

The Strettons Mayfair Trust

Annual Review 2021





About us

The Strettons Mayfair Trust, or 'Mayfair,' is an incorporated charity founded in 1996, after which the Mayfair Community Centre was opened in June 1997. The building is leased from Connexus who also own the adjoining sheltered housing that forms Mayfair Court. Mayfair opened its adjacent Health and Wellbeing Centre (HWBC) in September 2016 in a building that is leased from Shropshire Community Health Trust.

The Centres are run by experienced paid staff, with the regular assistance of almost half the 434 registered volunteers who provide over 450 hours service each week. Close liaison is maintained with many statutory and voluntary groups with the objective of coordinating and complementing each others' activities.

The Charity exists to promote, improve and help maintain the health and social wellbeing of people in the Strettons and surrounding areas. We support their independence, with particular focus on anyone with additional needs, by providing a range of services, facilities and activities both at our premises and in community settings.

Mayfair works in partnership with local authorities, voluntary organisations, providers of health and social care, funders and the local community to meet the needs of the people it serves without distinction of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (including colour, nationality and ethnic or national origin), religion or belief, sex and sexual orientation.

Mayfair's Mission is to enhance lives, enable independence, and build a strong, and healthy community through its services, activities and facilities, with the vision of creating a resilient community, where people live healthy, independent, fulfilling lives.

Trustees and managers consider how planned activities will enhance the aims and objectives that have been set. Mayfair's Chief Officer sits on the Board of Voluntary and Community Sector Assembly and has supported the development of SIP, Shropshire Infrastructure Partnership.

An Introduction

From our Chair of Trustees, Meredith Vivian OBE



I wonder if you, like me, spent much of 2021 asking questions like would we ever be able to return to a world in which we could easily and safely go about our everyday business? Will we be able to stop using that cliché – a ‘new normal’? Can Mayfair deliver a wide range of health and care services to our whole community in ways that ensure safety, accessibility and, above all, a warm welcome? I knew the answer to this one – yes, because Mayfair is made up of truly amazing people. Who are these heroes?

Our loyal, hard-working and caring staff – they are community leaders in their own right.

Our volunteers and generous donors who do so much for the community and often go way beyond the extra mile in support of Mayfair.

I would also like to thank everyone in the community for being prepared to accept that we could not always fulfil the ‘normal’ Mayfair offer but adjusted to each twist and turn with generosity and warmth.

This annual review sets out the wide range of activities and services that Mayfair has delivered this year, despite the tough environment. Three themes jump out to me: flexibility, inclusiveness and the future.

Flexibility

The question ‘how can we continue to provide Mayfair services safely’ never went away. It seemed to me as though each day brought a new set of issues and problems. Fortunately, these challenges were quickly followed by a corresponding set of solutions – our flexibility was matched by our creativity and ingenuity.

Inclusiveness

Our community is diverse. With that diversity comes a wide range of needs, interests and preferences. This year saw so many different needs being met – all ages, and so many

differing circumstances. I find the activities that focus on inclusion particularly uplifting, especially Mayfair’s work to support younger people, our clients with learning disabilities and those of us who are isolated by so many modern-day factors.

The future

Despite the day-to-day pressures, this year Mayfair continued to focus on the future - what does our community need that we’re not offering today? We must ensure that our services are not only welcoming and responsive, they have to be open to all. So, yes, 2021 has very much focused on day-to-day matters – and there have been plenty of them – but also with a keen eye on tomorrow, and beyond.

What will 2022 hold for us? Whatever it brings I am sure Mayfair will rise to every occasion and make our community proud.

Our plans for 2021

The priority for 2021 for the community was Covid vaccination; supporting the local Medical Practice and South West Primary Care Network in providing facilities and volunteer support for the vaccination roll-out. At an organisational level, constant efforts to minimise risk included the vaccination of more than 100 front line staff and volunteers as well as the introduction of lateral flow testing in the workplace. We planned to enable services and activities to get back up and running, or operating at an increased scale, as soon as was safe through revision of risk assessments. Development of our Beacon and 44Bs day services would remain high on our planning list within Covid limitations.



We knew that not all services would return as they were pre-Covid. A new catering model of set meals and a coffee shop was planned. Where it would prove beneficial, we intended to continue using the telephone as a key mode of contact. We planned to launch new digital skills sessions, to explore the idea of developing an Enhanced Listening Service and to continue working with local organisations on activities for young people.

A full-time Publicity Officer was recruited early in 2021 to give us the time and energy to review, plan and implement more effective ways of communicating with everyone, especially people who do not currently use our services. Implementation of the Lamplight database system would be key to this. A review of our organisational vision, mission and values was intended to lead to a brand review aimed at producing a new look for Mayfair over the future months.

The Mayfair lease would be renewed with Connexus and we intended to explore three potential projects identified by a review in 2020 to improve facilities for existing services and to create opportunities for new services we might offer.

A team of Trustees, staff and volunteers would produce a more systematic approach to fundraising and events.



What we do and how we manage it

Our **Crèche** on the Ofsted's Voluntary Childcare Register, is run by trained staff with the help of volunteers. All staff and volunteers are Disclosure and Barring Service (DBS) checked. In our Crèche, children aged 3 months to **12** years can play in a safe, child-centred environment. They can choose 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. We also run a Toy Library.

44Bs (Day opportunities for adults with learning disabilities) is designed to promote independence and wellbeing through activities and interactions. Available activities include arts and crafts sessions, shop and cook projects, Mayfair Health Walks, exercise classes or gym sessions, library visits, work placements, IT sessions and socialising. Some activities will be one-to-one or in small groups, others in larger groups, depending on the type of activity or the needs of the individual.

Beacon helps people with a wide variety of needs including, but not restricted to, social isolation, physical disabilities, dementia and mental health needs. A varied activity programme encourages mental and physical health and wellbeing within a caring and supportive environment. All staff are fully trained and qualified to help meet individual care and support needs, and to support client families.



MAYSI (Mayfair Supporting Independence) helps those who are finding it hard to cope with everyday tasks, feel lonely, need company, are just out of hospital, caring for a friend or relative, or are not able to get out and do the things they want. MAYSI helps to identify needs and offers choices for relevant services and support. Practical confidential help includes filling in forms for Attendance and Disability Allowances, Personal Independence Payments (PIP) and the Blue Badge scheme. MAYSI also provides the Care and Community Coordination and Social Prescriber role for Church Stretton Medical Practice, as well as the Care4Me scheme; a hospital avoidance project delivered in partnership with Bluebird Care and the Practice.



CoCo (Compassionate Communities) is a befriending scheme that matches clients who need some help with a volunteer who can provide a regular point of contact – a friendly face or voice to brighten up the week. CoCo volunteers can help in a variety of ways, depending on needs, including assistance with shopping, giving respite for a carer, helping sort out bills and paperwork, or simply to sit and chat. All volunteers are trained, DBS checked and work within a framework to protect both clients and volunteers. CoCo is part of the countywide Wellbeing and Independence Partnership led by Age UK Shropshire Telford and the Wrekin.



Ring and Ride provides door-to-door transport around the Strettons area for individuals who do not have use of a car, experience difficulty walking moderate distances or otherwise have physical/mental difficulty in using private or public transport. All vehicles are wheelchair accessible and driven by trained and qualified staff or volunteers.



IT and Digital Inclusion provides one-to-one training and support to help people improve their skills and overcome IT problems. This supports access to all sorts of services which are becoming increasingly digitised. Both Mayfair buildings are equipped with Wi-Fi that is free to users.

Young people - Working with the Town Council and SYA (a Shropshire based charity that supports Youth work), a Youth Drop-in started in November for years 9, 10 and 11. Mayfair volunteers support the trained youth workers from SYA. They offer a range of activities and a safe space for young people to meet.

Support Groups and other services
Mayfair buildings provide a comfortable, friendly space for other groups and services that offer support to the community. Peer Support Groups including Cancer Care, Parkinsons, Stroke Group and Care and Share enable people with similar challenges to come together and learn from each other. Physiotherapy, audiology, podiatry, midwifery and other NHS services are made available in the town. Complimentary therapists and other activities such as Loft Arts, a drama club for 11-16 year olds, and the Strettons Community Choir provide opportunities for people to socialise and take part in activities for their wellbeing.

Mayfair Listeners are volunteers who provide a confidential, non-judgemental listening ear for anyone who needs it. Listeners do not offer counselling or ongoing support but, if appropriate, may suggest other services from which you may benefit.

Mayfair Meals is a service that provides a hot meal 365 days of the year for people of any age who are unable to cook their own meals at home. This important home-delivery meal service also ensures someone visits the clients every day, offers brief social contact, checks on their welfare and reports any problems. Special



diets can be catered for and delivered in the Strettons area.

Mayfair Health Walks provide regular social walks led by trained walk leaders designed to get people moving and leading a more healthy, active lifestyle. They vary in difficulty, from gentle walks that are perfect if recovering from illness to more demanding walks that will stretch people's legs, all whilst meeting people and making new friends.

Exercise classes include exercise for people of all abilities Extend gentle exercise to music, Upright and Active for falls prevention, Tai Chi, Yoga and Chair Yoga.

Dance sessions include Just Dance that invites users to explore movement to music from across the eras and an Eastern Mystique fun class that combines the expression and fluidity of dance with all the benefits of exercise.

Art and Craft Classes include Merrymakers Card-Making, Needlework, Knitting and crochet, and painting classes.

Risk Management - A Risk Register is maintained by the Company Secretary. This, and existing risk management policies, are reviewed at least once each year. Trustees have concluded that adequate safeguards against identified risks are in place.

Health and Safety Management - A comprehensive set of Risk Assessments is maintained by the Central Services Manager and kept updated in line with prevailing Health and Safety requirements and best practice. In 2021 there was a particular emphasis on Covid-19 precautions and guidelines.



Staffing - During 2021 Mayfair employed 35 staff, (3 full time and 32 part-time or relief.

Volunteers - The Mayfair database shows 434 registered volunteers, of whom 205 volunteers are currently actively engaged in day-to-day work. Volunteers support every service and can be found as receptionists, administrative workers, kitchen assistants and waiters, fundraisers, drivers, tutors in IT, support workers for Beacon, Arts & Crafts group leaders, Crèche helpers, Mayfair Health Walk leaders, befrienders and more.

Trustees - 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.



What we did in 2021



2021 was dominated by Covid both in terms of restrictions on what we could do and how we operated, but also by the positive steps we took to help address the pandemic. The priority in the New Year was vaccination, acknowledged to be the main way to beat the virus. From the start of the year we worked with the Church Stretton Medical Practice and South West Primary Care Network to become the vaccination hub for the south west of Shropshire. Buildings were taken over, volunteers recruited, rotas organised (minimum of 24 volunteers a day on 12-hour vaccination clinic days) and a vast cleaning exercise. Over 5,000 people from as far as Ludlow and Bishops Castle came here for their vaccinations and, although the main hub moved to Ludlow later in the year, some clinics for booster vaccinations also took place in the autumn alongside the flu clinics. It was a tremendous

effort by many and a great exercise in what can be achieved when we work together.

"We should like to express our heartfelt thanks and appreciation for everything that the team at the Mayfair and Health and Wellbeing Centre has done to enable us to be the first COVID vaccination hub for SW Shropshire. Without the support and good humour of the entire team and volunteers who helped us run the clinics, we could never have done it and we are very, very grateful."

Doctors and staff at Church Stretton Medical Practice.



Staff and volunteer wellbeing was at the forefront of all we did. In January we were able to secure vaccinations for our staff and volunteers under the government scheme for front line health and social care. As soon as it was possible, we implemented an in-house testing regime for staff and volunteers. Care staff were PCR tested weekly. Lateral Flow testing was achieved initially by visiting off site testing stations but moved to in-house testing by staff and then self- testing once kits were available. One-to-one and group wellbeing sessions were organised to support our team through this challenging time.

Covid restrictions continued to affect what we did and how we did it. MAYSI remained busy throughout as people called for help and advice. Befriending remained mainly a telephone service, although some volunteers returned to face-to-face activity as the year progressed. Ring and Ride continued to deliver prescriptions and trips continued to increase but remained much lower than pre-Covid levels. Mayfair Meals hot meal delivery continued to remain high, with an average of 27 meals each day. Building-based activities did not cease altogether. Day services continued to meet the needs of clients, some

clinics continued throughout and exercise classes and groups started to return in September. Walking for Health became Mayfair Health Walks as the national scheme came to an end.

Demand for Beacon increased as people recognised the importance of social interaction. We opened 5 days a week to allow flexibility and accommodate as many people as possible. Three years of grant funding from Dunhill Medical Trust, now in its final year, has enabled us to provide for our clients in different ways.

New activities started, including a Friendship group and a relaxation course for those struggling to re-engage after the isolation of lock down. A Carers support group was started, and a pilot launched for an Enhanced Listening Service to try and fill a gap between befriending and counselling. Weekly digital skills sessions started in May once restrictions allowed and 40 individuals received one-to-one support. Working with the Town Council and SYA a Youth Drop-in started in November for years 9,10 and 11.

The Publicity Officer, funded through the Rank Foundation Time to Shine project, began work

on a brand review which led to revision of our vision, mission and values. Guidance notes were drawn up, new-look materials were produced, relationships with other groups and the media were developed, and our online presence improved with increased social media posts and followers alongside links to our website. Support was provided for fundraising events and to promote activities. The value and potential of investment in communications and marketing was shown and the Trustees agreed to fund a new Communication and Marketing post to develop this work and generate income. The post was advertised with a view to starting in early 2022.

The Mayfair Lease was updated with Connexus extended for a further 21 years with the same conditions for extension. The Lease recognises the mutual close working relationship between Mayfair and Connexus which includes support for Mayfair Court tenants, provision of facilities for Connexus staff and services, as well as the social value provided for Connexus tenants and the wider community.

Investment in facilities included the refurbishment of office 5 and the IT suite into a new room called the Beehive. The room has a disabled accessible kitchen, a computer bench and comfy seating area. As well as providing a great space for the 44Bs group this room is available for hire. Wear and tear on essential equipment meant that both our Mayfair dishwasher and disabled accessible bath needed replacing. This was made possible by funds from legacies of Lucy Abbott and Doris Cooper, longstanding friends and volunteers.

An audit of our IT network and systems was undertaken by Connexus and resulted in improved connectivity and security within the buildings and proposals for further improvement. An IT strategy was developed to document existing IT infrastructure and identify changes and future needs. This recognised the potential of digital services and developments to increase efficiency and help us improve connections with staff, volunteers, clients, donors and our community. As well as looking at our digital needs for the organisation, the strategy considered how we can support the



wider community to become more digitally aware and included. This will be an important area of work for 2022.

Mayfair continued to benefit from those who responded to last year's Emergency Appeal and continue to give regular donations as Friends of Mayfair. A new fundraising team worked on organising events and activities, supported by others in the community and our longstanding fundraisers.

Our links and partnerships with other organisations remain strong but our ability to get involved was reduced by the operational pressures of managing operations in the ever-changing Covid world.

"The Trust has been doing some amazing stuff during the pandemic by the way. Connexus is very proud to be associated with you!!"

Richard Woolley, CEO Connexus



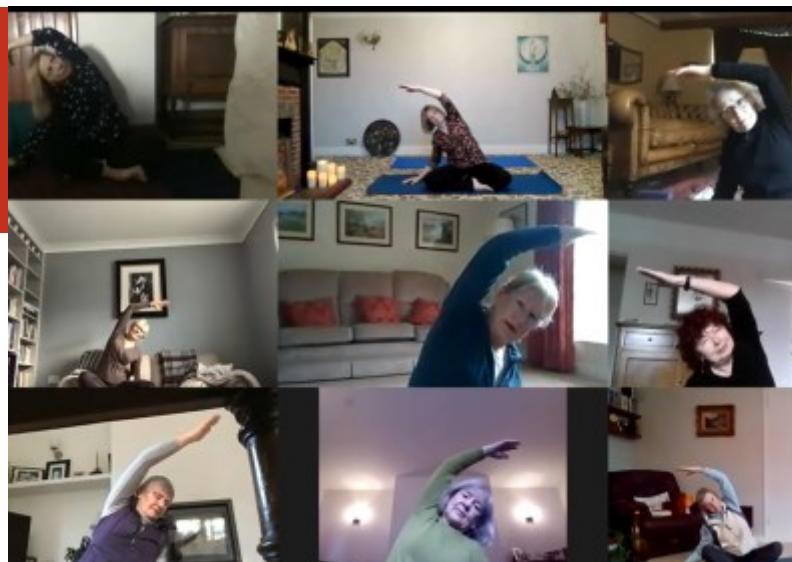
Highlights: Walks and online exercise classes

Because the Tuesday and Wednesday morning yoga classes had to stop in 2020, due to the pandemic, leader Mary Reilly took the plunge and started 3 online classes in November 2020. This was quite an achievement for both her and the students, some of whom were embracing computer technology for the first time. Within a very short time all became quite confident and proficient and they decided to donate the proceeds from the first half of 2021 to Mayfair, so far an impressive £3,610.

By September both chair yoga classes returned to being face-to-face at Mayfair, with numbers restricted to a maximum of 9 to allow for social distancing. One online class continued because some students found they feel more relaxed in their own homes and find it helpful to see themselves on the screen.

As it seems we will need to live with Covid variants for some years to come, an online link in future classes is being explored to enable students to join in with classes when they need to isolate, or are unable or simply prefer not to join the class in person.

Mayfair Health Walks were able to continue from April onwards, offering a safe outdoor activity and an important opportunity to socialise. In total over 2,000 attendances on walks were logged over the year.



Highlights: 44Bs and Beacon

The refurbishment of office 5 and the IT suite into a new room, 'the Beehive' has for the first time given the 44Bs a home of their own—and they love it!

44Bs started getting back into the community again, using shops and facilities and began a



weekly litter pick across the town.

Our contract with Shropshire Council to deliver 44B's was extended for two years.

Beacon activities diversified to ensure they were Covid-safe. A highlight was a dance performance by Angela's dance group, with all our Beacon clients joining in.



Highlights: Youth drop-in

As Covid restrictions lifted, Loft Arts returned to Mayfair on Wednesday nights in September offering a drama club for 11-16 year olds. Mayfair continued to work with the Town Council and other local organisations on developing activities for young people. SYA was funded by the Town Council to provide an outreach service during the summer and a youth drop-in was opened in November. Listening to the young people engaged in the outreach work, the sessions take place in Russells Meadow Pavilion rather than Mayfair, as this gives access to outside space. Mayfair recruited 8 volunteers to support the sessions and once trained they work alongside the youth worker at the weekly Tuesday sessions. The Drop-in provides a safe space for young people in year group 9,10 and 11 to meet up with friends and try new things. The first term there was a lot of interest in cooking, board games and conversation.



Highlights: Catering

Catering staff worked tirelessly to find ways to provide meals and snacks within the Covid-19 restrictions. From the start of the year Mayfair Meals were in great demand delivering 27 meals a day. In June Good Neighbours took back the organising of the delivery rota with a mixture of volunteers from both organisations.

A new takeaway Lunch Club started in February, responding to requests from people who would have come to the Café for the roast dinners.

As restrictions eased during May, the Lunch Club opened for pre-bookings, providing a set menu of a main meal and pudding. The popular Friday Fish and Chips were made available to eat in Mayfair, while retaining the home delivery option. The Coffee shop in the Health and Wellbeing Centre also reopened in May providing a warm and friendly place for people to meet.

In June Mayfair's 24th Birthday Tea Party and Quiz was well attended and it was lovely to see people and hear the noise of chatter.

While there could not be an in-house Christmas meal on Christmas Day, 26 people received a special Mayfair Meal and gifts were delivered with meals throughout the holiday period.



Highlights: MAYSI and CoCo

MAYSI Coordinators supported 283 people to resolve a wide range of issues and access services. A team of trained volunteers also helped with form-filling totalling 108 applications for Attendance Allowance, Blue Badges and Personal Independence Payments (PIP).

"A very big thank you to MAYSI for help to us in getting a blue badge, and the time spent with us in applying for attendance allowance."

35 people benefitted from a Social Prescribing 12-week, one-to-one, support programme, delivered with MAYSI through the GP Practice as part of a countywide initiative led by Shropshire Public Health.

7 referrals to our Care4me at home project received short term care services from Bluebird and follow-on MAYSI support. This helped 5 people to remain at home and avoid hospital admission, saving the NHS an estimated £9,000.

In conjunction with the Wellbeing and Independence Partnership, MAYSI provided information and support on the Winter Support Service as well as some funded services free of charge to help people in the community and reduce pressure on local hospitals. A team of volunteers was re-established to help with winter pressures such as assistance on hospital discharge and shopping.

Our MAYSI coordinators were instrumental in identifying the need for, and setting up, the Friendship group, Carers support group, Relaxation and Enhanced Listening.

Mayfair's Coco and Telephone Befriending service has supported 102 people who received individual friendship and support during the year from trained volunteers, including 35 new clients. Mayfair began a monthly in-house induction session for volunteers. The Samaritans continued to offer training on active listening skills.

"A massive shout out

to the good people at @Mayfair_Centre today. Especially to MAYSI for all their help. Kind, compassionate & definitely

going the extra mile"

Twitter message

"I am writing to say a

massive thank you for all the support that has been given to my Mother in Law. Without the support she would not have been able to stay living in the bungalow alone as long as she did. All the staff involved have been caring, patient and compassionate. ...My Mother in Law still talks about going to Mayfair for her lunch and how lovely the staff were."



Highlights: Fundraising

Fundraising events this year included a Murder Mystery evening, a quiz, an art sale and a concert by Lower Deckers. The Church Stretton 10k saw 4 runners represent Mayfair and raise awareness and sponsorship for us.

During the latter part of 2021 the enthusiastic work of the newly formed Fundraising team provided a tremendous boost to morale and supported some fantastic events and activities.



Ongoing activities such as plant sales and book sales, our monthly Mayfair Lottery, and support from our card makers, crafty ladies and shop helpers have continued to bring in much valued funds. As do monthly donations given through friends of Mayfair, as well as other one off donations from individuals, Stretton Hall Nursing Home, Long Mynd Golf Club, and Strummers, to name but a few.

As always we are very grateful to those who remembered us through memorial donations.

Highlights: Celebrating our team

A focus of our communications this year has been to highlight the team that make up Mayfair, both staff and volunteers.

We had two members of staff who reached the impressive milestone of 20 years service at Mayfair: Helen Sansom, Finance Officer and Rob Edwards, Ring and Ride Coordinator. Thanks to Rob and the whole Ring and Ride team, Mayfair has now had a community transport offer for 20 years.

Regular social media posts such as 'Thank you Thursdays' and 'Volunteer of the Month' helped to showcase the wide variety of invaluable support that our volunteers give.



Highlights: 2021 in numbers



83% of Mayfair users said their wellbeing had improved



99% of users would recommend Mayfair services to others



91% of users rated services as 'excellent' or 'very good'



Over **5,000** vaccinations provided in the Health and Wellbeing Centre



62% of users said they made friends at Mayfair through Mayfair Activities



108 people supported to claim benefits and blue badges



94% of exercise participants report improved levels of fitness



9,866 hot meals delivered



2,016 attendances at Mayfair Health Walks



450 volunteer hours a week

Financial Highlights 2021

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 investments. On this measure Mayfair had a net surplus of £16,139 for the year (2020: Net Surplus £72,649). When depreciation of fixed assets and the capital appreciation of the Investment along with the net expenditure on restricted funds are included, and after transfers between funds, net unrestricted surplus for the year amounted to £60,261 and net restricted deficit for the year amounted to (£114,964), resulting in a total outflow of funds of (£84,703) for the year.

Incoming Resources - £583,871

(£562,472 plus £21,399 unrealised investment gains)

Setting aside unrealised investment gains of £21,399 (2020: £12,866), total incoming resources decreased 44.3% to £562,472 from £1,009,421 (2020). Income from donations, legacies and grants decreased 63.2% to £263,820 from £717,630 (2020) and represents 46.9% of total income compared with 71.1% of total income in 2020. Income from charitable activities increased 1.0% to £281,198 from £278,117 (2020) and represents 50% of total income compared with 27.6% of total income in 2020. Income from other activities (fundraising and events) increased 25% to £14,780 from £11,821 (2020) and represents 2.6% of total income compared with 1.2% of total income in 2020. Investment income (Bank deposit interest) increased 44.3% to £2,674 from £1,853 (2020) and represents 0.50% of total income compared with 0.20% of total income in 2020.

Resources Expended - £668,574

Total expenditure increased by £14,326, 2.2% over the previous year. The main factors were a 1.7% increase in operational expenditure on charitable activities and 1.9% increase in staff costs. Staff costs represented 62.4% of total costs compared with 62.6% in 2020.

Net Assets - £1,463,725

Net assets decreased by the total outflow in funds of (£84,703).

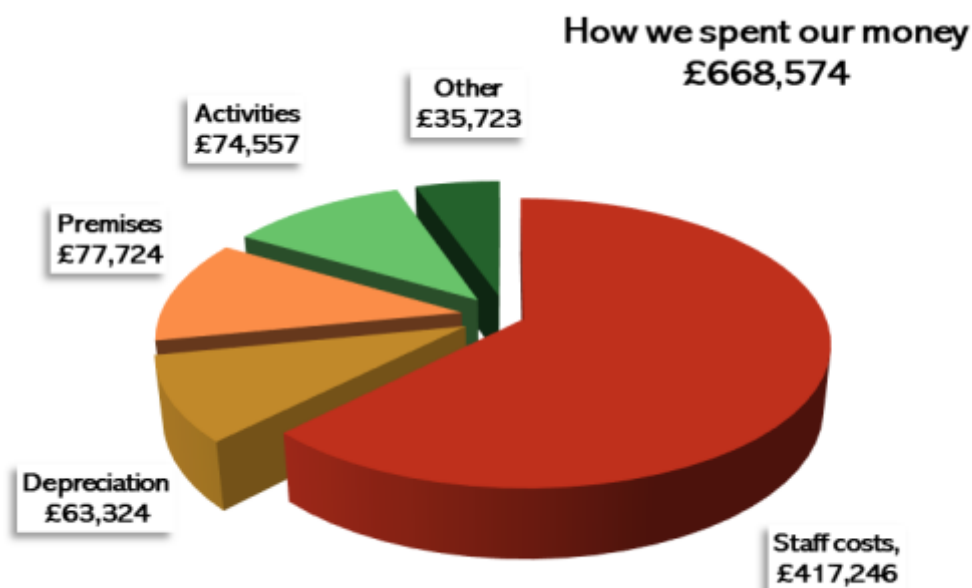
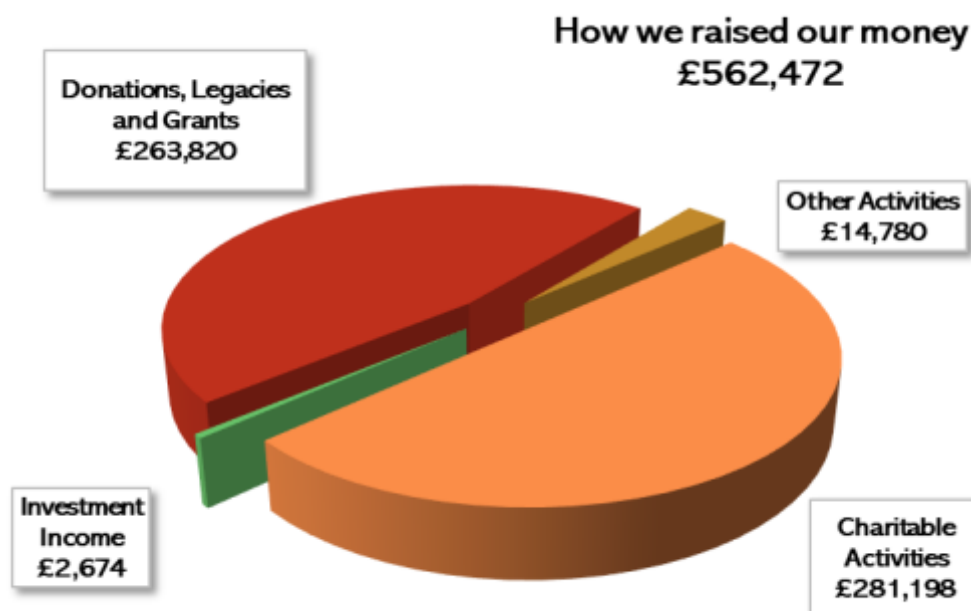
Unrestricted designated funds - £505,246 increased by £490,006. Of this sum, £19,050 was allocated to a designated fund by the Trustees to provide a fund for any dilapidation costs associated with the Mayfair lease. During the year, the Trustees approved the creation of a designated fund for tangible fixed assets of £486,196.

Other unrestricted funds - £759,322 decreased by £429,745. The decrease represents the transfer to a designated tangible fixed asset fund of £486,196 and the annual transfer for the year of £3,810 to the designated dilapidation fund less the positive net movement of £60,261 in unrestricted funds.

Restricted funds - £199,157 decreased by £144,964 of which £86,047 represents a reclassification of funds to unrestricted funds and the balance of £58,917 represents the net expenditure on restricted funds for the year.

Free Reserves - £759,322

The Trustees have established a target range of between £380,000 and £530,000 based on six-months and nine-months budget expenditure for 2022 plus an estimate for staff redundancies. The Trustees have approved a planned budget deficit of £130,000 for 2022 which includes an investment of £78,000 for Communications and Marketing and Digital/IT development. The Board will monitor actual reserve levels throughout 2022 against the target range to determine what, if any, action should be taken to spend down or build reserves.



Statement of financial activities

	Unrestricted Funds	Restricted Funds	Total Year Ended 31.12.2021	Total Year Ended 31.12.2020
	£	£	£	£
Income and endowments from:				
Donations, legacies & grants	57,624	206,196	263,820	717,630
Charitable activities	205,762	75,436	281,198	278,117
Other activities	14,780	-	14,780	11,821
Investment Income	2,674	-	2,674	1,853
Total Income	280,840	281,632	562,472	1,009,421
Expenditure on:				
Raising funds	585	-	585	33
Charitable activities	258,414	340,549	598,963	588,771
Other	69,026	-	69,026	65,444
Total Expenditure	328,025	340,549	668,574	654,248
Investment Gains	21,399	-	21,399	12,866
Net Income/(Expenditure)	(25,786)	(58,917)	(84,703)	368,039
Transfer between Funds	86,047	(86,047)	-	-
Net Movement in Funds	60,261	(144,964)	(84,703)	368,039
Total Funds Brought Forward	1,204,307	344,121	1,548,428	1,180,389
Balances at end of year	1,264,568	199,157	1,463,725	1,548,428


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

	31.12.2021 £	31.12.2020 £
FIXED ASSETS		
Tangible Assets	<u>486,196</u>	<u>536,455</u>
CURRENT ASSETS		
Debtors	47,260	40,915
Investments	254,387	167,988
Cash at bank	<u>718,880</u>	<u>834,663</u>
	1,020,527	1,043,566
Less Amounts falling due within one year	(42,998)	(31,593)
Net Current Assets	<u>977,529</u>	<u>1,011,973</u>
Less Amounts falling due after one year	-	-
TOTAL NET ASSETS	<u>1,463,725</u>	<u>1,548,428</u>
FUNDS		
Unrestricted funds		
General	759,322	1,189,067
Designated Dilapidation Fund	19,050	15,240
Designated Fixed Asset fund	<u>486,196</u>	<u>-</u>
Unrestricted funds carried forward	1,264,568	1,204,307
Restricted funds carried forward	199,157	344,121
TOTAL FUNDS	<u>1,463,725</u>	<u>1,548,428</u>

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 27th June 2022 and signed on their behalf by:


Meredith Vivian OBE


Ben Hilliard FCA

Plans for 2022



The challenges of Covid continue to be at the forefront of operations going into 2022. Revision of Risk Assessments will continue as services and activities start to operate or increase in scale as soon as is safe.

A key focus for 2022 is finalising and implementing our IT and Digital strategy. Taking forward the work started last year to improve our infrastructure and digital skills offer to the community, we will invest in staff with IT skills. The aim is to further embrace digital opportunities to improve our efficiency and communications.

Other Mayfair services planned include completing the Enhanced Listening Pilot, continuing to work with local organisations on activities for young people and exploring partnerships and activities to support good mental health. Development of both day services remains a priority, within Covid constraints. The new catering model of set meals and coffee shop will continue. Fundraising proposals include exploring the hosting of regular cinema/theatre screenings.

The one-year contract for a full time Publicity Officer, funded by Rank expires in early January 2022. Realising the value and potential of this work Mayfair has invested in a full-time Communication and Marketing post to drive forward this work and increase fundraising and income generation.

Several potential building projects are being explored to improve facilities. This includes the replacement of the Beacon conservatory which needs to be replaced by a more substantial build.

Mayfair plans to recruit new Trustees to the Board and work on a Net Zero action plan to do

its part in addressing climate change issues, while supporting a local Community Led Plan.

Mayfair will continue to work with other voluntary and community sector organisations in the county to develop strong relationships and joined up working with statutory services. The Chief Officer sits on Board of Voluntary and Community Sector Assembly and has supported the development of SIP, Shropshire Infrastructure Partnership.

We look forward to marking the 25th anniversary of opening our doors here at Mayfair and thanking everybody who has contributed to making Mayfair what it is over the years.

Our Trustees for 2021



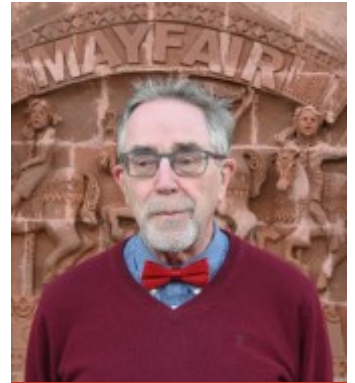
Meredith Vivian OBE
Chair from September



Claire Riley-Walshe
Company Secretary



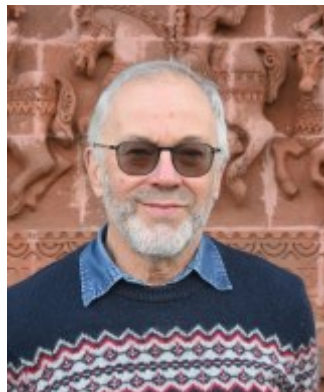
Ben Hilliard FCA
Treasurer



Richard Elliott



Alan Fox



David Howard



Paul Richmond



Helen Vaughan

Non-voting observers

David Evans
Shropshire Council

Hilary Claytonsmith, to 22 April
Church Stretton Town Council

Cllr Julie Lawton, from 28 October
Church Stretton Town Council

Jacqui Gears
Connexus

Our Staff for 2021

Management

The day-to-day management of Mayfair in 2021 was vested in:



Nicola Daniels MBE
Chief Officer



Cathy Thomas
Central Services Manager



Helen Crumpton
Care Services Manager



Helen Sansom
Finance Officer

Staff during 2021

John Avery, Holly Beaumont, Sarah Beesley, Hayley Botwright, Sue Boniface, Cindi Clifford, Adele Cooper, Phillipa Davies, Rob Edwards, Chris Evans, Gill Farr, Portia Gladders, Sylvia Jones, Sandra Kennet, Amy Key, Joy King, Shaz Malins, Demi Newton, Jo Newton, Hannah Owen, Jenifer Pickard, Julie Price, Rita Riley-Walshe, Lena Roberts, Kate Slater, Scott Smith, Ken Southern, Lynda Thornton, Sarah Watts, Sharon Wiggins, Janet Williams

Thank you to all our funders and supporters



Church Stretton Consolidated Charities
Millichope Foundation
The Roger and Jean Jefcoate Trust
The Austin and Hope Pilkington Trust
The Gordon Gray Trust

Mayfair Community Centre

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Company no: 3307951
VAT reg: 24570391