



2021

Impact Report



A NOTE FROM OUR CEO



This year has been very challenging for communities, families and businesses alike. In 2021 Mindstars worked tirelessly to support the community we serve as the demand soared. However it has also been a critical time as a business due to the pandemic slowing our traded income and the continued challenges of 2021. That being said, what we have achieved in the last 12 months makes us very proud and thankful for the support we have received.

Moving in to 2022, we know the difficulties we faced in the last year are about to get harder. Due to the loss of income in 2021 caused by the global pandemic, we are facing an even harder challenge to stay open and be there for the countless families who rely on our support.

Myself and co-founder Marisa May started Mindstars CIC back in early 2020. Mental Health has always been a topic close to our hearts. It's something we've both struggled with in both childhood and adulthood. It's something everyone will struggle with at some point in their lifetime.

Children needing mental health support is rising faster than our NHS can manage. Latest reports highlight that children are having to wait up to 2 years to access support, and this is absolutely unacceptable.

The North East is the 2nd most deprived region in the country, with the highest unemployment rate in the UK according to recently published figures, with an unemployment rate of 5.2%. Our Star Hub is located in North Shields, which falls within one of the most deprived areas in North Tyneside.

North Tyneside Statistics

23.5% Children in relative low-income families (England average = 18.2%)

18.4% Children in absolute low-income families (England average = 15.2%)

56.2% Children in relative low-income lone parent families (England average = 40.8%)

44% Children in relative low income out of work families (England average = 30.7%)

The Northern Health Science Alliance report's findings highlight the knock-on effects of poverty on children's health and wellbeing - unearthing regional differences in obesity, educational attainment and mental health issues.

55% of Northern parents felt lockdown caused their child to feel more depressed, national average **44%**.

23% of parents in the North reported their child was 'often' lonely, national average **15%**.

To address the future of North Tyneside, we need to ensure our communities break the cycle of poverty and poor mental health and reach their full potential. This is the aim of Mindstars CIC.

We aim to continue to provide support and be a voice for our community, but to do this we need help.

A handwritten signature in black ink, appearing to read 'Rebecca Hetherington'.

Rebecca Hetherington
CEO & Co-Founder
Mindstars CIC

WHO WE ARE



Mindstars CIC is a social enterprise focused on educating and empowering children to live more fulfilling lives.

Our approach is to invest in our children and young people to support their mental health and wellbeing, removing the barriers that poverty and poor mental health brings.

The COVID-19 pandemic has disrupted, isolated and financially effected many families in our community, and never before has there been a more important time to focus on the wellbeing of the children of these families.

Recent statistics highlight that **1 in 6 children are likely to have a mental health problem.** This statistic is a stark reminder of the mental health crisis we are in. Children deserve the right to mental health education and support from early on to ensure they have the best opportunities to thrive.

Our Star Hub based in North Shields provides children aged 5-11 and their families with the vital tools they need to manage and maintain positive mental health. Our entire ethos is to provide engaging, and enriching activities which support the development of resilience, character and wellbeing along with their wider educational attainment. We make this difficult topic fun, and we are certainly making progress in our community already.

Our Team



Rebecca Hetherington - Co-Founder & CEO

Our CEO Rebecca Hetherington is a qualified therapist with lived experience. She manages the team to ensure we deliver exceptional support in our community. She has recently been awarded the COVID Hero Award for The Pride of Newcastle University Awards 2021, for her support to children and families throughout the pandemic.



Marisa May - Co-Founder & Managing Director

Marisa, a parent with lived experience, has many years' experience managing reports, monitoring projects and leads on the monitoring of the delivery, capturing feedback, lessons learned, and reporting.



Zoe Payne - Community Development Manager (CDM)

Our highly experienced CDM manages and delivers the activities from our Hub. Zoe has has a strong background in running workshops and classes for children and adults including those with special educational needs and disabilities (SEND).

WHO WE ARE



Star Hub

Mindstars focus is on removing the barriers that poverty and poor mental health brings to children and young people. We do this by educating matters of the mind from an early age.

Benefits of proactive early intervention:

- Changing future outcomes for children
- Enabling children to live more fulfilling lives
- Enabling children and young people to play a positive role in their community
- Breaking down mental health stigma
- Reducing the need for responsive mental health services and crisis support
- Reduction in suicide rates

Our Star Hub Services include:

- Workshops - focused on improving skills, proactive mental health education, making friendships, building confidence and resilience, and of course having fun in a safe place.
- Drama & Performance – working on self-esteem and confidence, which will benefit their futures and expand their potential.
- Creativity Classes – Teaching mindfulness with the Arts, which is proven to reduce stress and anxiety.
- Support Sessions – Group sessions for young people to talk, provide peer support, and have access to a safe place.
- Parent/Guardian support, offering a full family approach

“ 100% recommend, great staff and there to offer support/advice. I can't thank them enough for everything they've done for my 4 children over their time here they've loved every second of going. My son who's ADHD, ASD, and deaf never gets this excited about going to school but has got up raring to go to Mindstars. Normally the summer is spent full of struggles and sending them here has been a huge benefit to their emotional wellbeing. ”

2021 ACHIEVEMENTS

2021



1,376
Workshops
accessed



740
Meals
provided

22
Day trips &
special guests



20
Family food
packages provided



Our activity book will take your children on an interactive journey with some marvellous monsters, including...

- Positive Affirmations
- Feelings
- The Worry Tree
- How Does Anger Feel
- How Does Sadness Feel
- The Mind Monster
- The Iceberg
- Grounding
- Breathing

Self Care
Mood
Gr
'J'
H
T
Pr
Kin

Mental Health
First Aider
MHFA England

Over
9,000
Resources
provided



Our CEO
Received the Pride of
Newcastle University
Award



2
Members of our
team nominated for
Covid Hero Awards



Partnerships of 2021



The Business Factory



CEDARWOOD TRUST

Nurture - Nourish - Thrive



North Tyneside Council



RTC
inspiring growth



2021 ACHIEVEMENTS



What a Year!

Did we achieve what we set out to do?

The answer to this is most definitely yes, we achieved everything we set out to do, and more. From removing barriers that stopped children accessing provisions, to creating a safe space for them to express themselves and feel empowered. We increased confidence and social skills in the children within our service.

When we asked the children to sum up what Mindstars means to them, what they shared with us will drive us forward to continue to support our community.

What does Mindstars mean to the children of North Tyneside?

Mindstars has helped me to not be as shy, to make new friends, and to talk about my feelings

I like Mindstars because everyone is happy, caring and loving

The staff at Mindstars are kind and caring

It is a really nice place, everyone is so nice to eachother!

I LOVE MINDSTARS!

It's not just a hub, its HOME

I love all of the activities at Mindstars, we do so much and learn so much!

Mindstars helps me be me and not be scared

Mindstars helps me feel better when I am sad

Everyone shares at Mindstars, and includes everyone

Mindstars is better than pizza!

Mindstars helps me be more creative!

EMPLOYMENT OPPORTUNITIES

Employment Created in 2021

Mindstars have grown in 2021 and have taken on additional staff to ensure we deliver to the needs of the community. This has involved taking on one full time member of staff from April 2021, and 3 assistants to work with us over the summer.

Meryl - Mindstars Summer Camp Assistant

Meryl was looking for an opportunity to gain valuable experience prior to beginning her new chosen career, early years childcare. Meryl is extremely passionate about helping children reach their potential socially, emotionally and intellectually, and has delivered this in abundance throughout the summer. From Mindstars, Meryl is moving into Primary School teaching, and we are sure the experience of the summer will have helped her in her new role.

"Mindstars is a wonderful organisation. They strive to help children in all aspects of their lives. Inspiring young minds through games, activities and crafts. I feel so lucky to be a part of such an amazing team. All of the children here this summer are so lovely, kind and full of life, It has been an absolute joy to be here with each and everyone of them. I love seeing children blossom, come into their own whether that's trying something new or being proud of themselves and their accomplishments. It is fantastic to have such a rewarding job."

Sarah - Mindstars Summer Camp Assistant

Sarah is currently a trainee teacher at Northumbria University. She was seeking work experience with children in an education setting which made her a perfect fit for the team.

Having her work with us as Summer Camp Assistant was a great experience for Sarah, and for the children she supported. We have no doubt she will make an amazing teacher.

"I am so happy to be part of Mindstars Summer Camp as I love the values behind setting up the camp. Each day is full of fun games and activities which I enjoy just as much as the children! I love working with children as every day is a different day! I love listening to their stories and their imaginations. I also love putting a smile on their face and making them feel confident and being a part of building their self esteem! In 5 years time I see my self being a primary school teacher hopefully having the experience of working internationally."

Nick - Mindstars Summer Camp Assistant

Nick came to us in week two as Summer Camp Assistant, due to the increasing number of SEND children we had in attendance. Nick's expertise was a valued contribution to the Summer Camp, and his support and dedication was outstanding.

"I have specialised in working within the creative art with young people and adults with learning disabilities and autism for the last 6 years, alongside my music career. I have loved being part of this years Summer Camp, it is amazing to have been part of such a brilliant team and see first hand how much enjoyment the children get from taking part and coming to Mindstars".

FEEDBACK AND REVIEWS

Would 100% recommend, great staff always friendly and there to offer support/advice. I can't thank them enough for everything they've done for my 4 children over their time here, they've loved every second of going. My son who has ADHD, ASD and is deaf, never gets this excited about going to school but has got up raring to go to mindstars. I can not thank u guys enough normally the summer is spent full of struggles with him and sending them here has been a huge benefit to his emotional wellbeing. Thank you for being such a great team I can not thank you enough. **Parent - North Tyneside**

Would like to say Thankyou to all the staff at Mindstars for having my Millie in for the past 2 weeks she has really enjoyed herself. All the staff are lovely and easily approachable! would definitely recommend Mindstars. **Parent - North Tyneside**

I would like to thank Mindstars again for the fantastic work you have done with my daughter! She is calmer when she leaves Mindstars and since the Christmas holiday camp she is managing her emotions much better and often states things she likes/loves about herself and will tell me 'I'm important and its important to love others...but the most important person to love is myself!'. I know from her reaction and excitement to come each session means your all fantastic! In summary Christmas was a breeze for her because she had the routine of attending Mindstars! Thankyou. **Parent - North Tyneside**

Mindstars have helped my child to fully appreciate other people's views and opinions.
Parent - North Tyneside

Hope you are both well and huge congratulations on the grand opening of the Hub, wishing you both all the success in the world. Thank you so much for the Covid Story, it's absolutely fantastic and exactly what we were looking for. It was so important for us to "get it right" and you have captured all our thoughts and ideas so eloquently - **Engie, Covid Time Capsule School Project**

Key Fund were pleased to support Mindstars to inspire and empower children to understand and couple with the increasing important aspect around mental health issues.

Amongst several of the things that we really liked about their application were, their ability to demonstrate a level of traction for their brand, its concept and the engagement already achieved with their community stakeholders. Secondly the structured and phased development of their activities in a strong business plan. It is really nice to learn that since our investment the business, its programmes and the social outputs being achieved have flourished leading to they now taking on their first employee. We wish them and the young people they support well for the future.

Key fund

What an impact Mindstars has made this summer!

In partnership with North Tyneside Council, Mindstars delivered a six-week summer camp to provide healthy meals and educate, empower and support children and families. Leaving a long-lasting positive impact on the children supported.

Due to Covid, week five was moved to digital delivery which allowed the children to continue the fun with online activities!

Mindstars creates a safe space for children to express themselves and feel empowered. **Sunderland Enterprise Place**

OUR NEXT STEPS



What's Next?

After the success of 2021, our aim was to go full steam ahead to expand our support throughout our community. We are determined to provide our support and services to children throughout the North East, and fight against the rising mental health crisis. The issues we face are lack of funding and a delayed start to our traded income due to COVID.

Our next steps over the next 12 months include focusing on creating a robust traded income stream with the below, whilst being able to offer our services for free to children and families living in poverty.

After School Clubs

Engaging, educational and fun clubs to help children explore mental health topics, gain confidence, and have access to a safe space.

Half Term Clubs

We will continue to deliver holiday clubs to provide children with access to activities and food.

School Workshops

We are currently expanding to include digital school workshops to educate full schools in mental health and give children the opportunity to learn vital skills that will benefit them throughout their lives.

Corporate Workshops

Corporate Workshops will be made available in the next 12 months to provide companies with the opportunity to employees mental health education to help them support their children at home.

Youth and Full Family Support

In the following 12 months we will be expanding our services to incorporate our Stage 2 Plan- Youth Services and full family support to respond to the escalation in demand in North Tyneside.



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