

designs
in mind



together we are finding ways to live life #mentalhealth

vision, mission, values



the challenge



what we do

studio stories



impact



what next?



our story 2017-2018

vision

Open to everyone, together we are finding ways to live life and challenge mental health stigma.

mission

High quality, ambitious, experimental, purposeful art and design work and support to make individual ambition a reality.

We are proactive at creating pathways into decision making across all areas of the business.

values



Encourage creative adventure
Act with purpose
Create an environment of warmth
Recognise we are all individuals
and we rely on each other

the challenge

"The preparation needed to start talking about mental illness is like preparing for a small battle."

When people summon up the courage to ask for help they need to know it will be there.

Most mental health services focus on people in isolation

Most mental health support is time limited

Mental Health stigma is often a bigger burden than the illness itself

Looking for a way back into life is a challenge

at **Designs in Mind**

from 2017

Designs in Mind is a working studio open 3 days a week for over 70 adults referred through mental health services. The staff team are part time and every day Designs in Mind is contacted by people who can't get mental health support.

Over the last few years our profile has grown and this has led to increased commissions and retail potential. The conundrum has been how do we take the leap to opening full time? We know there are people who need support, we know there is work to be produced. Ensuring the continuity and sustainability of the studio, with the safe nurturing environment, is essential.

In addition to this lives are complex, and the systems that are in place to support people when life is hard and when things go wrong are not working. (Housing, benefits, addiction, illness, caring responsibilities) People are falling through gaps and mental health illness is recurring.

90% of the
time our
studio is
full of
laughter

what we do

joining the team

Most people at Designs in Mind are referred through mental health services in Shropshire- Community Mental Health Teams, Redwoods Hospital, Social Services, Improving Access to Psychological Therapies (IAPT), GP Surgeries. In 2017 we joined the pilot project for Social Prescribing in Oswestry, to increase access through GP's.

New referrals meet on a Wednesday in a small group to learn all the making and design skills needed to participate, but most importantly to be part of a group.

"I hadn't done any art since school, I didn't think I would be any good at anything but it is surprising how quickly that changes"

After opening our shop in 2017 it became clear that many people can't access mental health support and for whatever reason won't go to their GP- but they will walk in to our shop. In January 2018 we started a self-referral group called 'The Makers Studio' open on Tuesday evenings from 6.30-9.00pm.

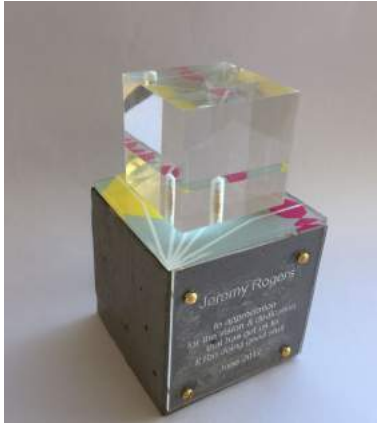
We have had 20 volunteers in the studio over the last year and since opening the shop an additional 16 people have taken on new volunteering responsibilities. 4 students have joined us for their work experience.

There are currently 12 part time staff at Designs in Mind covering responsibilities in; making and design skills development, commission production, retail production, artistic and design concept and vision, retail sales and development, fundraising, communication, relationships, buildings maintenance, cleaning, administration & finance.

Our Executive Committee includes people from across the team. Currently this includes 8 adults referred through mental health services, 2 volunteers and 2 external representatives. All meetings are public and open to anyone to attend.

what we do

production
2017-2018



what we do

studio stories- commissions

'Rather than being a spectator in my own life, coming to Designs in Mind, I now say 'I did that, I'm proud' and I want people to see it'

Small individual commissions

Often these enable makers to take the lead on a project and work alone or in a small team.

- Mosaic stepping stone for wedding gift
- Mosaic stepping stone in memory of loved one
- A6 wall hanging as moving house gift

High profile commissions

These create a certain buzz in the studio as the stage is national- reputation grows- audience widens and pride and confidence deepens.

- 1 Award Big Society Capital
- 1 Award Social Enterprise Mark
- 53 Awards Northumbrian Water
- 13 Awards Social Enterprise UK
- 3 Awards Willmott Dixon

'Being at Designs in Mind is an outward sign that I am worth something, that I am valued and of value'

Local Commissions

The impact of our work can be seen and heard. This visibility makes a huge difference. Friends and family can see the work and our story can keep popping up- little reminders everyday.

- Cedar Education- Grief Leaves
- CHALK- Tote Bags
- Raffle prize donated to Cafe Liar Liar
- Attingham Park- Signage

M's story...

A commission for 3 awards came in to the studio. M, was very keen, sourced suppliers of materials and equipment and set to work experimenting. Within a week he had produced the finished wooden blocks and we were all stunned.

At this time M was living in his shed at the bottom of his garden. He was struggling in an abusive relationship and was very depressed. He would often come in talking very negatively, suicidal and anxious. But, he would come in. Designs in Mind is a place where M feels safe, what he comes here for is to know he is worth something and that makes everything else possible.

what we do

studio stories- retail

'Coming to Designs in Mind is like being asked to 'dive in', you don't know what it is, but when you jump, you are pleased you have'



A's story...

'This project was empowering because it felt like we had responsibility for the designs, and as the process unfolded you can see the final piece coming together, this exceeded my expectations. The process is challenging, it's hard to imagine the finished product- but you have to let that go. The process is collaborative, everyone has different ideas and so things change and develop with input. There is a lot of decision making and it feels great when you get to that moment when everything clicks in to place and it works.'

Every year we bring the whole team together to play and experiment, to create new designs for a new retail collection that will be sold to trade, and now in our own shop, through our retail brand- JOLT. These designs are printed on a range of homeware and lifestyle products.

'The hardest thing is really being free and so we run some workshops that take out all elements of control, this way no-one can be precious about their work and it can't be judged as good or bad. Often the best things happen when you least expect it'



what we do

our shop- JOLT

In 2017 we opened our first shop
15 Cross Street Oswestry
tues-sat 10-4



"I was really nervous to be speaking to customers because I have social anxiety, but it really helped. I sat in the back and came forward when I wanted to peep in to conversations. I get the bus in now, specially to volunteer, even when it is not my day!"

- High quality work, challenging the culture of low expectation that surrounds our makers
- Conversations about mental health are becoming everyday
- Mental health support on the high street
- Lives and stories that are often hidden become visible
- New roles and responsibilities are created from studio to shop

what we do

specialist workshops



ANDREW LOGAN
ARTISTIC ADVENTURE

We wanted to play. We wanted to be inspired and have a memorable experience. Sculptural work made with Andrew went on exhibition at the Qube in September 2017.



ALICE DUCK
CERAMICIST

Alice designs and makes her own ceramics collections for retail- Duck Ceramics. As well as picking her brain about creating collections we learnt handbuilding and glazing techniques.



RACHEL SWIFT
CERAMICIST

Rachel is a local artist who has now joined our team as a regular volunteer. This year she presented at the Restating Clay Conference in York about her work with us and developing retail collection.



CAILINE LEA
LASER

Cai is on hand anytime to support our work using the laser cutter. This year she came and trained 4 new people to use the Laser Cutter, which is used for both commissions and retail work.

impact

numbers

*'Nothing has ever worked for me before,
I am not an artist, I'm more of a smasher upper than a maker,
but I have learnt to be a maker this year and it is the only time in my life, now
that I am 41, that I can sit still for more than 5 or 10 minutes'*

The Team

74 adults referred through mental health services (members)
14 self referral (since Jan 2018)
38 volunteers
12 staff
4 work experience placements
4 specialist artists
4 directors
10 people on the executive

Local Community

262 participants from local community
41 children from local schools
1771 visitors to our shop in the first two weeks

Activity

307 studio session
7 open public workshops
9 drop in workshops
3 workshops with children
3 workplace wellbeing events
1 exhibition event
15 making and design skills
11 commissions
18 retail products
5786 volunteer hours

New Roles

8 members on Executive Committee
16 members volunteer in JOLT shop
3 members volunteer in the studio
5 members assist in workshops
3 members volunteering outside Designs in Mind
2 moved on to employment
3 moved on to training and education

'I would be living in hospital if I didn't get to come here once or twice a week' '

'I work as a volunteer outside here and I wouldn't be able to do that if I didn't come here'

'I couldn't leave the house before – now I actively take my girls out alone. I feel I've got a purpose coming here, a feeling of self worth'



impact

finding ways to live life

96% feel they have made friends at Designs in Mind

92% feel their confidence increases at Designs in Mind

65% feel they are involved in planning and decision making at Designs in Mind

88% feel they have a sense of purpose at Designs in Mind

72% feel they are more active in the local community

52% have a sense of aspiration for the future



R's story

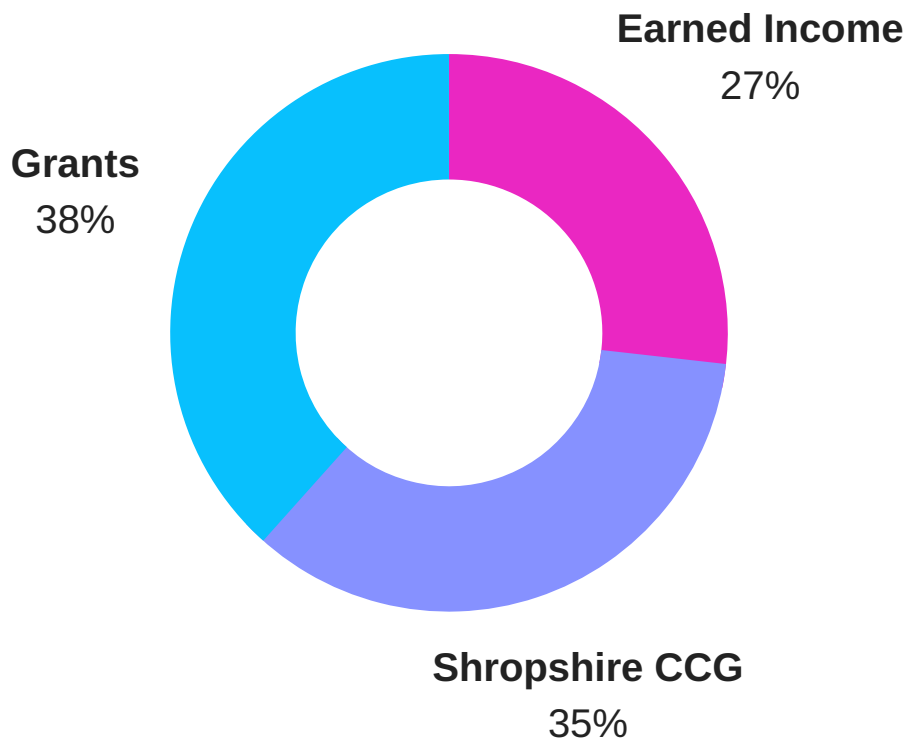
'Most days I still feel as though I'm faking my way through life, playing at 'grown ups', waiting to be caught out, however there are moments where the old me, or rather the younger me, the me before the diagnosis peeks through.'

'Being involved with the award for Big Society Capital has helped me remember what it felt like to be challenged, to have deadlines, to collaborate with others; I hadn't realised how much I missed social interaction.'

'It still feels as though I'm acting, wearing a different persona until I'm confident enough to let the real me show. I find the mask slips every now and then when I'm in the studio, I let myself get inspired and excited, and allow myself to enjoy creativity rather than feel ashamed of it.'

impact

finance



funders



In addition to these funders we have also received funds from the Oswestry Arts Association, Priscilla Hilton Jones Trust, The Clothworkers Foundation, The Skinners Company- Lady Neville Charity and The Trusthouse Charitable Foundation

crowdfunding

#SmashingStigma

In February 2017 we launched a crowd funding campaign to raise money to pay for the lease on our shop-JOLT, and have a powerful conversation about mental health.

I think so much of the way we live our lives is governed by expectations of normality and ok-ness. This has made me completely unable to recognise the times in which I am really not o.k. Not only that but it has stunted my ability to say – ‘help me?’ without feeling like I am attention seeking or making a fuss.

Through crowdfunding we are building a bigger community around our studio. Since the campaign has launched the sense of connection and feeling of visibility has had a very positive effect on everyone here- a sense of empowerment.

With the costs of running the shop covered, everything we earn from the items we sell in the shop will directly fund the studio - meaning more people with mental illness can get support when they need it.

So far the campaign has raised over £7,000, with 126 donors and 55 Ambassadors. Ambassadors are an essential part of our team and in the future we see this role developing. They are the people who help share our story, help us reach more people, and generate new ideas to support the studio and shop in the future.

You can find out more about the #SmashingStigma campaign and donate by visiting <https://smashingstigma.hubbub.net/>



partners

'I'm screaming most of the time "nobody sees me", and here I'm visible'

We could not do our work without you- THANK YOU

mental health

CMHT's, GP,s, Redwoods, IAPT, Mental Health Forum, Social Services, Shropshire Mind, Shrewsbury Samaritans, Confide Counselling, SIAS, Enable, Qube, Association of Mental Health Providers, Mental Health Innovation Network

donated materials

Pennant, NWN Media, Christopher & Anna Nixon, Oswestry Framing Shop, Morgans Decorators Merchants, House of Party, Maxine Smith- Tilly Tea Dance

JOLT trade

Abelard- Bishop's Stortford, Dept.Store For The Mind, Etcetera- St Davids, For Arts Sake- Ealing, Kelso Flower Studio- Kelso, Get the Picture- Shrewsbury, Oklahoma-Manchester, Oriel Gallery- Wrexham, The Big Issue

JOLT shop

Oswestry Library, Gemma Manning, Gone To Mars, Lise Mcnamara, Kevin Braddock, Shared Reading, Becca- Ewe & Ply, Dept.Store For The Mind, Rachel Kelly, Ohh Deer, Gemma Correll

social enterprise & leadership

Social Enterprise UK, Practical Governance, Michelle CL Bennett, Creative Inspiration

ambassadors

*Bob Thust Trish Annie Stevens Caitlin Cockcroft Madeline Moore
Amanda Fitton Gemma Wade Jules Ellie Amy White Alfy Val White Fergus Arkley Julia Turner Gemma Moran Jaqueline Cooley Alison Scott Kevin Gibson Louise Arnold Kelly Evans Aaron Child Rakhee Jones Karen Turner-Smith Julie Davies Jane Povey Kathryn Diggins Kelly Evans Ros Slowley David Floyd Sarah Holden Sheila Laurens Isobel Ashford Emma Kaye Maggy Heintz Ruth Thomas Beth Bodycote Cora Thust Cath Gilliver Eleanor Segall Lauren Bates Bethany Smith Caroline Pollitt Jane Cowling Jenny Lewis Lisa Yates Gabi Hampson Elin Humphreys Marilyn Carter Cllr Steve Mason*

You can sign up to be an Ambassador here- <https://smashingstigma.hubbub.net/>

what next?

3 year plan

Friends, Purpose and Creative Challenge

We want people to feel that they can get mental health support when they need it

We want people to get the right kind of support
offered with a real understanding of individual need

We aim to be sustainable and independent with 60% of our out goings
covered by earned income.

Studio News

This year for the first time our ambition is to
open full time!

Monday/ Tuesday/ Thursday/ Friday

Production Days

Wednesday

Workshops with new referrals through
mental health services

Tuesday Night

Production night open for self-referral

JOLT News

We have lease!

Our shop is open at 15 Cross Street
Tuesday-Saturday 10 - 4pm

Our products are also sold to retailers
across the UK and online through our own
website www.thisisJOLT.co.uk/shop

JOLT also holds making workshops, events,
talks and wellbeing workshops throughout
the year

on the horizon

- In partnership with Shrewsbury Samaritans we will be opening a listening room
- Peer support groups and walk and talk groups
- Closer relationships with Shropshire Mind, SIAS, Enable, Confide, Shropshire CCG CAB, DWP, Social Services and Housing support.
- New shops and new partnerships with other creative ventures
- New product ranges specifically textiles and ceramics
- New co-production partnerships with artists
- Seek social finance to develop retail range to trade.
- Run an ambitious programme of artists in residence in the studio.
- Expand our workshop offer to the public.

please get in touch catherine@designsinmind.co.uk