

## 60 Years of Support, 60 Years of Hope

### 1960s

#### The beginning (1966 - 1969)

##### 1967

- Second Group Home opens in 1967, expanding residential care options.



##### 1966

- Formation of the original local Mind group, marking the start of formal mental health support in the region.
- Creation of the Norfolk & Norwich Association for Mental Health.
- Opening of the first group home, offering community-based support.

##### 1968

- Third group home opens in 1968, growing the model further.
- Vision led by founder Cicely McCall, whose leadership shaped early community mental health support.

### 1970s

#### Growth and community expansion

##### 1971

- Sembal House opens, offering transitional care supporting patients leaving hospital.
- Oscar Edwards appointed Organising Secretary, driving organisational expansion.



##### 1974

- Opening of the “Nearly New” shop and office on Ber Street, supporting fundraising and visibility.
- New local branches established across Norfolk, strengthening community reach.
- Branches begin opening day centres throughout the decade.
- Swaffham Branch opens its group home, pioneering new community accommodation models.

## 1980s

- Continued expansion of local branches and day centres across Norfolk.
- Great Yarmouth branch opens a hostel in 1980.
- King's Lynn branch opens a hostel and linked group home, expanding supported accommodation.
- Growth of befriending schemes, clubs, and community services.

## 1980s

### Service development and reach

## 1980s

- Organisation moves toward becoming a countywide mental health presence.
- Foundations laid for the major service portfolio that emerges in the 1990s.

## 1990s

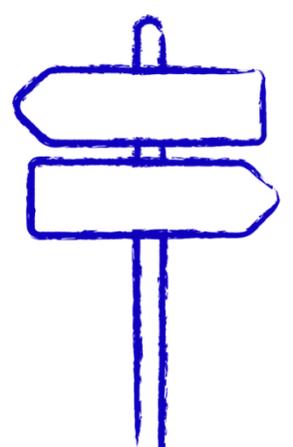
### A countywide network takes shape

## 1990s

- Expansion to 12 day centres, many with workshop facilities.
- Operating 6 hostels and 7 group homes across Norfolk.
- Running 4 clubs, 1 crèche, and 2 befriending schemes.
- Supporting over 800 service users, demonstrating wide regional impact.
- Workforce grows to 60 staff and 200 volunteers, strengthening service delivery.

## 1990

- By 1990, branches established in Dereham, Swaffham, Wymondham, Long Stratton, Costessey, Downham Market, Diss, King's Lynn, North Norfolk.



## 2000s

### Modernisation and wellbeing focused care

#### 2001

- Opening of “Mind, Body & Soul”, a wellbeing hub for community access.



## 2010s

### Partnership, integration and merger

#### 2010 – 2017

- Expansion of community-based mental health services, supporting young people and adults.
- Growth of early intervention and anti-stigma programmes.
- Strengthened regional partnerships across mental health providers.

#### 2000

- Peter Gianfrancesco appointed CEO, launching a new era of transformation.
- Rebrand to Norwich Mind, later Norwich & Central Norfolk Mind.
- Introduction of wellbeing and recovery-oriented mental health care.
- Transformation of Sembal House into Omnia, offering person-centred rehabilitation.

#### 2009

- Amanda Hedley appointed CEO & Mind becomes a partner in the county's Wellbeing Service.



#### 2019

- Merger of three local Minds (Norwich & Central Norfolk, Great Yarmouth & Waveney, West Norfolk).
- Adoption of the new name Norfolk & Waveney Mind (14 Aug 2019).
- Philip Eke appointed CEO, guiding the newly merged charity.

# 2020s

## Innovation, reach and community impact



### Early 2020s

- Launch of REST Hubs across the region—providing crisis prevention, evening sanctuaries, and community support. REST Norwich, REST King's Lynn, REST Thetford, REST Aylsham, REST Great Yarmouth.



### Early 2020s

- Development of IPS Employment Support. IPS follows an evidence-based approach that helps individuals find and sustain meaningful work as part of their recovery.
- Primary Care Network (PCN) Mental Health Roles in GP Surgeries. Provides Enhanced Recovery Workers who work within GP surgeries as part of the Primary Care Network (PCN) Service.

## 2021

- Appointment of CEO Pete Boczko (2021) Sonja Chilvers appointed as COO.



### Early 2020s

- Opening of Short Stay Recovery Houses (Downham Market & Burgh Castle). Supports up to four people for up to five nights in a non clinical setting. Part of a trio of short-stay recovery houses (Holly Tree House, Oak Tree House, Birch Tree House).
- Launch of sUStain project, supporting people experiencing climate anxiety and eco-grief.

## 2024

- Enhanced NHS Talking Therapies service launched, improving mental health access across Norfolk and Waveney.



**Norfolk and Waveney  
Talking Therapies**

## 2025

- Sonja Chilvers appointed CEO, leading into the anniversary year.

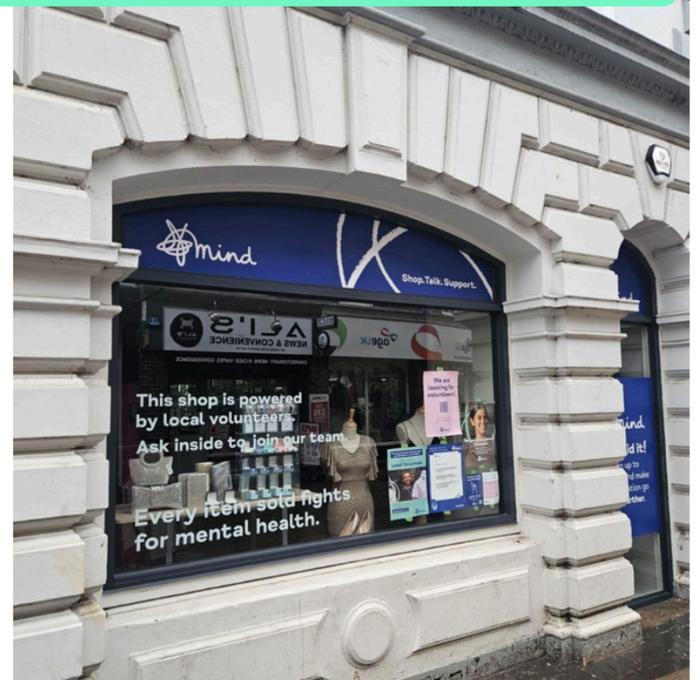


## 2025-2026

### The future & 60th anniversary era

## 2025

- Launch of Sustain Coastal Project, supporting homeowners affected by coastal erosion.
- Opening of the Mind Charity Shop in Norwich (Nov 2025).



## 2025

- £29,000 raised during Do Blue World Mental Health Day campaign.
- Leadership, volunteers and supporters take part in a charity skydive.



## 2026

- 60th anniversary celebrations, including major fundraising events, community programmes, and the Connect to Work launch.

