

Mind in Bradford 2018-2021

Our purpose (why we exist): is to promote mental well-being and empower and help people experiencing mental health problems to manage and work towards recovery and fulfilment.

People across Bradford, Airedale, Wharfedale and Craven need Mind in Bradford more than ever

- People in our local area report lower levels of well-being than people in England as a whole. 1 in 4 report high anxiety. 1 in 10 report low happiness.
- 587,000 people live in our local area
- 120,000 (1 in 5) are income-deprived
- Mental health issues will affect 155,000 (1 in 4) at some point
- 1 in 5 have experienced depression or anxiety at some point in their lives
- 6,200 (1 in 100) will be in need of and in contact with specialist mental health services at any given time
- 8,477 children between the ages of 5 and 16 (one in 10) have a mental health disorder, and the same amount again will be experiencing some level of emotional difficulty or mental health problem
- Half of all cases of mental illness begin by the age of 14 and Bradford has the youngest, fastest-growing population outside of London and is set to have the youngest population in Europe by 2020.

Our mission (what we do):

- We build community and individual resilience for better mental well-being.
- We provide early intervention advice and support.
- We support people in crisis.
- We empower and help people to recover and sustain improved wellbeing.

Our values (how we do it):

- **Partnership** – We work in collaboration with national Mind colleagues, commissioners, and fellow service providers to make the biggest positive difference to the largest amount of people possible.
- **Inclusivity** – We reach out to and welcome the diverse communities we serve, providing a hopeful, helpful, caring and safe environment for all who need it.
- **Empowerment** – We value and respect each individual, empowering, encouraging and helping those who use our services to regain greater control over their lives.
- **Excellence** – We evidence and understand the outcomes and benefits we deliver, and continuously look to improve and innovate with input from those who use, commission and review our services.
- **Responsibility** – Raising money responsibly, spending it wisely, and taking responsibility for maximizing the positive impact we make.

Our strategic priorities

1. Extending the reach of our services to help more people

- a) Geographically – providing services from more locations across Bradford district and Craven, to target underserved needs.
- b) Demographically – opening up online access, signposting services for children and young people and supporting the transition into adult provision.
- c) Culturally – working with our partners to tailor services to ensure access and support for all local communities.
- d) Holistically – integrating mental wellbeing support and empowerment into physical health services, e.g. for people with long term conditions, and in supported discharge from hospital, and social care.

2. Maximising the positive impact of our services for people

- a) Recovery-focused – empowering and helping people to recover and self-manage to sustain improved wellbeing
- b) Efficacy – evidencing and understanding resulting improvements in suicide prevention, resilience, mental wellbeing, social connection, health-related quality of life, control and self-management.
- c) Experience – evidencing and understanding the experience of people using our services, including families and carers.
- d) Improvement – using evidence and insight, including direct input from service-users, to inform and prioritise co-development of service improvements with stakeholders.

3. Building positive partnerships to maximize our collective impact:

- a) Close collaboration with commissioners.
- b) Strong support from national and local Mind colleagues.
- c) Positive partnership working with NHS and VCS colleagues.
- d) Public promotion of our work to maximise reach and impact.

4. Ensuring organisational sustainability

- a) Recruitment, engagement, development and retention of brilliant, committed staff and volunteers who share our values and are passionate about our purpose.
- b) Development of a strong, supportive, engaged, expert Board of Trustees.
- c) Development of a safe, positive, engaging context, culture and environment for great teamwork and achievement.
- d) Modernisation of our information processes, systems and management.
- e) Assuring safety and quality.
- f) Ensuring financial sustainability – with diversified income streams and fantastic fundraising, financial responsibility and efficiency and sound financial management and adequate reserves.