

Strategy 2021-2024

**Our purpose (why we exist):
is to make the best possible
difference to the mental health
and well-being of the greatest
number of people!**

The context:

People across Bradford, Airedale, Wharfedale and Craven need Mind in Bradford more than ever. Bradford district has lower levels of self-reported wellbeing, higher levels of anxiety and more hospital admissions for self-harm than England as a whole. There is growing inequality in the determinants of mental health (poverty, housing, education, work) and serious mental illness is increasing.

Bradford is the youngest city in the UK, with 23.7% of the population being aged under 16 compared with 18.8% nationally. 12% of children in Bradford district aged 5 to 17 have a mental health disorder, 30% higher than England as a whole. The COVID-19 pandemic is already having significant negative short and longer-term impacts on mental health and wellbeing, increasing trauma, isolation and demand

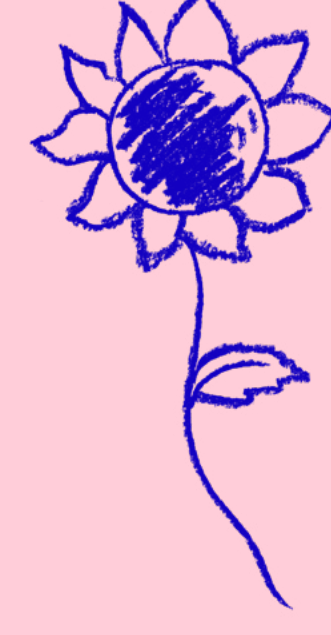


We will live our values through our behaviors - as key principles we are committed to:



Supporting everyone

Understanding, celebrating uniqueness and respecting all; reaching out, engaging and helping people feel safe



Improving continually

Making the biggest positive difference
Listening and being creative to make the biggest positive difference



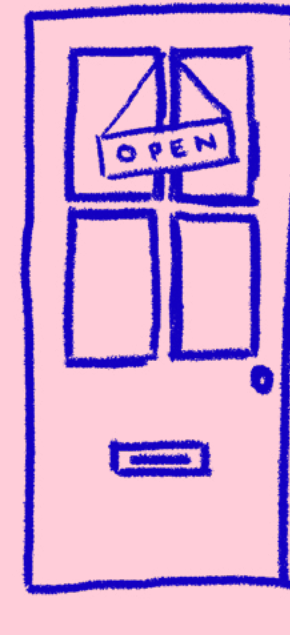
Caring always

Being kind and compassionate
Listening to and valuing people



Working together

Working together for a shared purpose
Working together to make the biggest positive difference



Enabling all

Making things possible
Giving hope and resources to make positive change

Our 2024 Vision



Mission Statements

We provide early intervention advice and support

We will extend the reach of our advice and wellbeing support services - we will be accessible to all, applying a flexible approach to interventions to respond to individual need and target populations (reaching out to people at key, early ages)

We build community and individual resilience for better mental wellbeing

We will be known as the voice and 'go-to' source for mental health support. We will work within communities to empower people with the skills, tools and confidence for better mental wellbeing. With representation across all communities and cultures in Bradford, Craven, Airedale & Wharfedale.

We support people in crisis

We will facilitate access to crisis support for ALL those with complex needs. Our services will link within the crisis pathway - promoting the importance of preventative measures and connecting people with wider support in order to sustain wellbeing.

We equip and help people to recover and sustain improved wellbeing

We will respond to evidence of need with innovative, flexible therapies and interventions that offer individual choice and 'stepping stones' of support to recovery. We will be inclusive of all communities and apply our specialism to upskill others to lead their own support, work to challenge stigma and raise the profile of better mental health.

Our Strategy to achieve our 2024 Vision is:

Extending the reach of services to help more people

Provide mental health support to ALL ages, inclusive of ALL communities and area of need through both direct and indirect delivery, outreach and advocacy.

Maximising the positive impact of our services for people

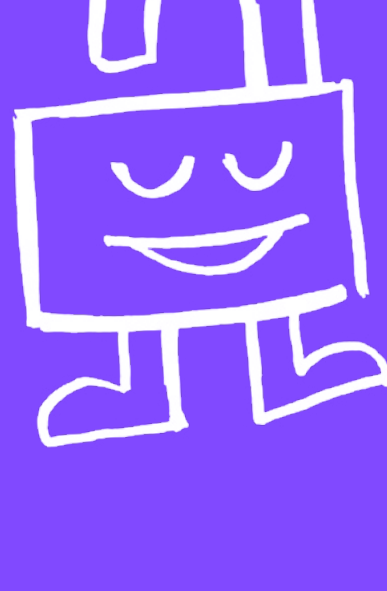
Apply a data-informed approach across our services to focus evidence based support- using uniform frameworks (co-production, quality assurance - to carry the voice of our service users and demonstrate the most impact.

Building positive partnerships to maximise collective impact

Be connected and have influence across the wider system - with statutory, VCS, wider community and key organisations of interest (media, Mind network etc.)

Ensuring organisational sustainability

We will be a robust and well-respected organisation core to the local mental health system.



Ensuring Organisational Sustainability

Strong leadership

Be a system leader in delivering evidenced-based MH and wellbeing interventions

Develop consortia as a lead provider and engage partners to design, develop and deliver services



Robust Finance

Diversify our sources of income: growing our base of commissioners, funders, partners, givers, fundraisers, and, where appropriate, commercial offering.

Maintain financial responsibility, efficiency, sound financial management, financial stability and adequate reserves

Our people

Continue to recruit, engage and retain who bring innovative, flexible therapies and interventions that offer individual choice and 'stepping stones' of support to recovery. We will be inclusive of all communities and apply our specialism to upskill others to lead their own support, work to challenge stigma and raise the profile of better mental health.

Maintain a safe, positive, engaging context, culture and environment for great teamwork and achievement



Excellent Corporate and operational governance

Continue to maintain a strong, supportive, engaged, expert and diverse Board of Trustees

Develop the right infrastructure to support and facilitate growth and expansion into new areas (risk management, corporate compliance)

Develop capabilities to become a more digital, data, insight and intelligence-informed organisation

Our 2024 Vision

Our 2024 Vision	Extending the reach of our services to help more people	Maximising the positive impact of our services for people	Building positive partnerships to maximise our collective impact
<p>We will build community and individual resilience for better mental wellbeing</p> <p>We will be known as the voice and 'go-to' place for mental health support. Working with communities to empower people with the skills, tools and confidence for better mental wellbeing. With representation across Bradford District with all communities and cultures that need our support.</p>	<ul style="list-style-type: none"> Be the experts in mental health Reach out to communities and tackle ignorance, stigma and other barriers to accessing help Provide more people with easy access to information, help, support and connection to services (Healthy Minds, website) 	<ul style="list-style-type: none"> Build an evidence base of impact Be a key partner in preventing suicide Ensure the voice of service users through our support Aid self help by applying our specialisms to train others 	<ul style="list-style-type: none"> Collaborate with organisations to help improve mental health and wellbeing (commissioners, community, employers, media) Enable use of our digital services by others to extend benefits to more people, collaborating with other local Minds and Integrated Care Systems
<p>We provide early intervention advice and support</p> <p>We will facilitate the reach of our advice and wellbeing support services - we will be accessible to all, applying a flexible approach to interventions to respond to individual need and target populations (reaching out to people at key, early ages)</p>	<ul style="list-style-type: none"> Extend awareness and reach of Guide-Line to provide more people with easy access to information, help, support and connection to services Ensuring that people are not excluded from accessing services by language, technology or poverty Enable delivery through others 	<ul style="list-style-type: none"> Help identify needs as well as provide services and solutions (trauma, complex needs) Develop and provide resources and services connecting physical and mental health from all contact points Develop local capabilities and confidence to improve mental health through a variety of interventions and therapies (1:1, group and training) 	<ul style="list-style-type: none"> Catalyse, enable and lead coproduction, working with communities, primary care networks and other providers Equip community organisations (educational, religious, sports and social) to connect people to services
<p>We support people in crisis</p> <p>We will facilitate access to crisis support for ALL those who need it- with a focus on those with complex needs. Our services will link within the crisis pathway - promoting the importance of preventative measures and connecting people with wider support in order to sustain wellbeing</p>	<ul style="list-style-type: none"> Enable easier access to crisis support for all (satellite centres, pop-ups, professional spaces, online, mobile, crisis support at home) 	<ul style="list-style-type: none"> Deliver specialist, intense 1:1 focused support for individuals who have complex needs and may be high risk Develop a coherent and connected crisis pathway offer with linked services including 1:1 as well as group support 	<ul style="list-style-type: none"> Build strong partnerships with specialist providers to provide trauma-informed services for complex needs
<p>We equip and help people to recover and sustain improved wellbeing</p> <p>We will respond to evidence of need with innovative, flexible therapies and interventions that offer individual choice and 'stepping stones' of support to recovery. We will apply our specialism to upskill others to lead their own support, work to challenge stigma and raise the profile of better mental health</p>	<ul style="list-style-type: none"> Extend awareness, range and accessibility of the wellbeing and recovery programme of services and activities 	<ul style="list-style-type: none"> Design, test, develop and optimise services that take a person-centred, holistic approach to wellbeing, including physical and social health Make the connection between services, support and activities easy Connect people to and provide support in the path to employment 	<ul style="list-style-type: none"> Facilitate easier connections between complementary services through collaborating with other local Minds, statutory and VCS providers