



## **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



## Working together

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



## Caring always

Being kind and compassionate  
Listening to and valuing people



## 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 clients 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 mental health 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, develop and retain brilliant, committed staff and volunteers who share our values and are passionate about our purpose

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

## We will build community and individual resilience for better mental wellbeing

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.

## 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)

## Extending the reach of our services to help more people

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

- 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)

- 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

## 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

- 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

- 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)

## Building positive partnerships to maximise our 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)

- 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

- Catalyse, enable and lead co-production, working with communities, primary care networks and other providers
- Equip community organisations (educational, religious, sports and social) to connect people to services



# Our 2024 Vision

## Extending the reach of our services to help more people

Provide mental health support to ALL ages, communities and areas 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 our 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)

### We support people in crisis

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

- Enable easier access to crisis support for all (satellite centres, pop-ups, professional spaces, online, mobile, crisis support at home)

- 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

- Build strong partnerships with specialist providers to provide trauma-informed services for complex needs

### 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 apply our specialism to upskill others to lead their own support, work to challenge stigma and raise the profile of better mental health

- Extend awareness, range and accessibility of the wellbeing and recovery programme of services and activities

- 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

- Facilitate easier connections between complementary services through collaborating with other local Minds, statutory and VCS providers