

Being the best we can be

- ★ Adopting the quality management system ISO9001
- ★ Striving to achieve 'Outstanding' in our CQC ratings
- ★ Reviewing how we monitor & report outcomes to ensure that we know what difference we make
- ★ Reviewing how people using our services are involved in shaping and developing the organisation collaboratively
- ★ Reviewing how people's feedback is used to improve our services & support
- ★ Continuing to review the membership of the Board and develop our Trustees in order that we have the right people with the right skills
- ★ Establishing and developing an experienced leadership/senior management team structure
- ★ Promoting a real sense of collaboration and 'oneness' across our organisation
- ★ Working with staff to champion wellbeing in our workplace
- ★ Introducing the right structures & forums to aid decision making, communication & involvement
- ★ Providing outstanding training and support to our workforce so that they can achieve the best outcomes for the people they support

People need our help more than ever

1 in 4

people will experience a mental health problem in any given year

50%

of people wait over 3 months to access talking therapies

Only 25%

of people with mental health problems receive support each year

Surviving to Thriving:
Herefordshire Mind's
2017-2021 strategy

Herefordshire Mind, Heffernan House, 130-132 Widemarsh Street, Hereford, HR4 9HN

01432 271643, info@herefordshire-mind.org.uk, www.herefordshire-mind.org.uk

Herefordshire Mind is a registered charity No. 701260



Our vision, mission and values

Our **vision** is of a world where everyone gets the respect and support they need to achieve good mental wellbeing.



To realise this, our **mission** is to provide quality support, whilst raising awareness and promoting understanding about mental health issues.

Our values...

Independent: we will use our independence to speak out on behalf of people with mental health problems.

Responsive: we listen to what people tell us and act on this.

Open: we are transparent and accountable in all that we do.

Collaborative: working with others, we achieve more.

Creative: we nurture creativity and innovation.

How we planned our future

- ★ We did some research & looked at what we'd previously achieved & what we hadn't done
- ★ We met with service users to find out what mattered to them & what had made a difference to their lives
- ★ We met with commissioners & frontline workers (including our own staff) to see what they saw as the needs & gaps

Our goals for 2017 - 2021

Increasing services & support

- ★ Developing a mental health/wellbeing Information and Advice Service
- ★ Developing a range of programmes and projects that promote resilience & which intervene before people become unwell
- ★ Exploring the most effective ways of improving the mental health & wellbeing of people living in rural communities, with a particular emphasis on developing services that address the specific needs of farmers & their families, migrant workers and older people
- ★ Expanding our provision of services for people with complex mental health needs, including exploring the development of a crisis provision.
- ★ Creating opportunities for people to receive support from each other (peer support)
- ★ Exploring how we can best support carers

Reaching more people

- ★ Increasing our attendance at local and regional forums, meetings & events
- ★ Working more in partnership in all that we do to achieve outcomes for individuals & developing a range of new partnerships and collaborations that help us achieve our vision
- ★ Improving our digital presence & exploring the provision of digital services
- ★ Increasing our area of benefit to ensure a greater Mind presence in neighbouring counties
- ★ Reviewing the ways in which we utilise and support volunteers and creating new volunteering opportunities

Sustaining our growth

- ★ Implementing our new 24 hour nursing facility (Miller Court)
- ★ Maximising the amount of funding we can generate through community fundraising and donations/sponsorships
- ★ Introducing a corporate sponsorship programme
- ★ Expanding our Community Support Team
- ★ Expanding the units of supported housing we offer
- ★ Considering the development of income generating services and products including Domiciliary Care & retail opportunities
- ★ Exploring the introduction of professional training and workplace wellbeing services
- ★ Exploring the opportunities to generate income from our buildings