



# **Strategic Plan**

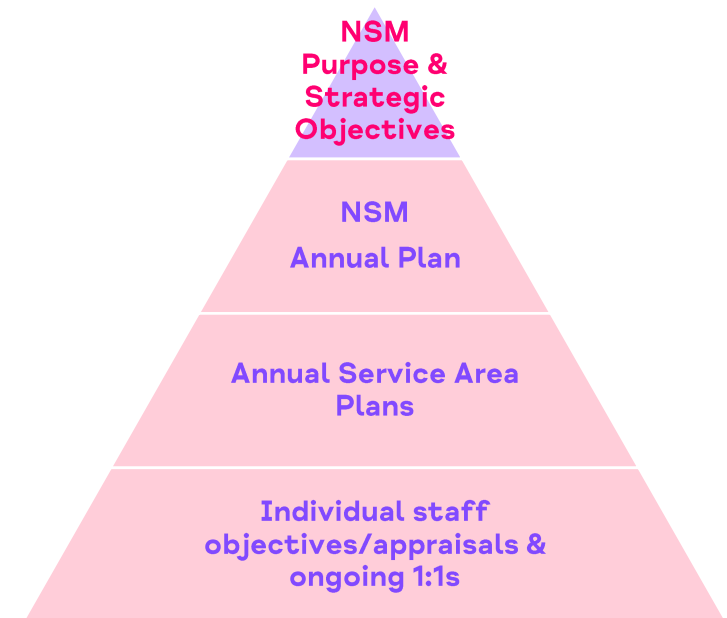
## **2024-2027**

# Introduction

North Staffs Mind's Strategic Plan 2024-27 sets out our ambitions for the next three-year period, our key priorities and the high-level outcomes that we are looking to achieve.

It is intended to provide an overarching framework of direction under which operational plans can be created, and business decisions made, to enable us to meet the changing mental health needs of the local population. Operational Annual Plans will translate these overarching objectives into reality by identifying the key deliverable actions and priorities by service leads as shown below.

Operational and strategic risk registers will be used to ensure that we proactively scan the horizon for opportunities and threats to our work.



## **We are North Staffs Mind**

North Staffs Mind is an independent charity and limited company proud to be part of the Mind Federation.

Founded in 1976 we have a strong track record of providing high quality mental health services within the local community.

Our principal charitable activities focus on the prevention and treatment of mental ill health. We work with local people of all ages.

We know that we cannot achieve the ambitions shared within our strategic plan on our own and will reach out to experts, partner organisations and the Mind network for support and to collaborate with us.

Our team of 85 full and part time staff, alongside a growing number of dedicated volunteers, deliver a range mental health services focussed on early intervention that include:

- Counselling for adults and children & young people
- Training and workshops
- Peer support groups
- Supported housing

Never has there been a greater need to look for new ways of funding our services as financial hardship continue to impact our commissioners, local businesses and the general public. Our success in supporting local people who need our services is dependent on our ability to create and sustain diverse sources of income.

## **Our area of operation**

Since our creation we have worked to support the people of Staffordshire with our service offer. In 2023 we started to explore a merger with our neighbours Mid Cheshire Mind. We hope to crystalise this and this expand our geographical area of operation during the lifespan of this plan.

## **Our Vision**

**We won't give up until everyone  
experiencing a mental health  
problem gets both support and  
respect.**

### **Connecting Minds**

We bring people together to make change in their communities.

### **Supporting Minds**

We deliver life-changing support.

### **Changing Minds**

We speak out and demand better from policymakers and the public.

### **Engaging Minds**

We actively engage our supporters and local communities with our work

### **Equitable Minds**

We offer equality of access to our services, jobs and opportunities

## Our values

**Our values lie at the heart of everything we do.**

|                           |                                      |
|---------------------------|--------------------------------------|
| <b><i>Open</i></b>        | we reach out to anyone who needs us. |
| <b><i>Together</i></b>    | we're stronger in partnership.       |
| <b><i>Responsive</i></b>  | we listen, we act.                   |
| <b><i>Independent</i></b> | we speak out fearlessly.             |
| <b><i>Unstoppable</i></b> | we never give up.                    |

## How will we deliver our strategy?

### Connecting Minds

*We bring people together to make change in local communities*

**We realise that we cannot take on this mental health emergency alone. We believe we can best support the mental health of our local communities by connecting with other passionate people and organisations.**

- We will proactively engage with the statutory sector through involvement in strategic partnerships to influence the development of local mental health policy which encourages independence, enhances quality of life and promotes a preventative and early intervention approach.
- We will seek proactive partnerships where we can work more effectively than pursuing opportunities under our own steam.
- Internally we will continue to develop a culture of collaboration between colleagues and teams.
- We will engage local health and social care services to explore opportunities for partnerships to enable us to most effectively improve mental health in our community.
- We will work with employers and schools to create thriving places to work and learn.
- We will strengthen and develop our peer-led services
- We will strive to provide leadership and practical support to strengthen the local voluntary sector voice and impact.
- We will be active participants of the Mind Federation – sharing best practice and making the most of the opportunities that arise from our membership

## Supporting Minds

*We deliver life-changing support*

**There has never been a greater need for mental health services within our local area. More people than ever are experiencing poor mental health – and we will strive to develop and deliver services that meet local need.**

- We will provide high quality, innovative and accessible services which meet the changing needs of local people, with a particular focus upon the needs of young people and those who live in poverty.
- We will deliver and evidence positive and progressive outcomes for people accessing our services.

- We will make service user engagement central to our work so that our services are informed by local people with lived experience of mental health issues.
- We will work within the British Association of Counselling and Psychotherapy (BACP) and Mind Quality Mark quality framework and adhere to regulatory requirements at all times.
- We will bolster our governance to ensure that it continues to provide a safe and solid foundation for NS Mind.

## Changing Minds

*We speak out and demand better from policymakers and the public*

**People need support right now, but they also need long-term change to the way society views mental health. We will fight for better services and rights for people with mental health problems.**

- We will continue to provide a strong voice for mental health within the local community.
- We will promote increased awareness and understanding of mental health issues and positive mental wellbeing through our marketing, training, outreach and social media activity and challenge

and reduce any stigma or discrimination that surrounds mental ill-health and suicide.

- We will drive this through a culture that places our staff and service users' needs and aspirations at the heart of our decision-making.
- We will raise our profile and demonstrate our worth and value to prospective partner organisations and commissioners.



## Engaging Minds

*We actively engage our supporters and local communities with our work*

### **We constantly look for opportunities to engage our supporters and the wider public with our work through fundraising, service development and volunteering**

- We will raise more non-restricted funding to allow us to widen our service reach.
- We will utilise online and traditional media opportunities to raise awareness of our services.
- We will create and deliver an annual calendar of community engagement activities

- We will engage with local employers to raise awareness of our training, support and CSR opportunities.
- We will expand our suite of services that support those who study and work in local education establishments.
- We will engage with the local government, voluntary sector and NHS structures in our geographical area to raise awareness of and support for our activities.
- We will develop a wide range of volunteering opportunities.

## **Equitable Minds**

*We offer equality of access to our services, jobs and opportunities*

**We offer equality of access to our services with a particular focus on young people and those living in poverty**

- We will make sure that our support is truly inclusive. We want everyone to feel welcome and supported by our services.
- We will make sure that our working environment is truly inclusive. We want all of our colleagues to feel able to be themselves.

## **Strategic development opportunities**

We have identified the following opportunities that we will actively pursue above and beyond our core activities.

### **We will expand our service offer over a wider geographical area**

We will finalise our merger with neighbouring Mid Cheshire Mind, sharing our collective strengths over the combined wider geographical operating area

### **We will support children and young people**

We will expand the support we offer to young people living and learning in our area of operation

### **We will fight for the mental health of those living in poverty**

The areas in which we work include high levels of poverty and deprivation. We will increase the number of people accessing our free support services

### **We will expand our portfolio of non-statutory services**

Whilst these will continue to be an important feature of our work we will reduce our reliance on their income by diversifying income sources

### **We will expand our range of corporate support**

We will strive to improve the mental wellbeing of more people working in Staffordshire and Cheshire

### **We will build a new mental wellbeing hub**

We have a bold ambition to create a new mental wellbeing centre of excellence on our current HQ site in Stoke on Trent

### **We will expand our housing offer**

We will review and enhance the mental wellbeing support available to residents within our housing schemes and increase our portfolio of properties.