

Norwich & Central Norfolk Mind Strategic Direction



Connect...

Be active...

Take notice...

Keep learning...

Give...

2015 - 2020

Strategic Direction for Norwich and Central Norfolk Mind 2015-2020

Norwich and Central Norfolk Mind Vision

Our vision is of a society that promotes and protects good mental health for all and that treats people with experience of mental distress fairly, positively and with respect.

The needs and experiences of all people with mental distress drive our work and we make sure their voice is heard by those who influence change.

We do all this to make mental wellbeing universally understood and aspired to. We will ensure that it is possible for people who experience mental distress to enjoy hope and aspiration, to live full and meaningful lives and to play their full part in society.

Our key principles underpin all our work

- Respect – for human diversity, for ourselves and each other and for our environment.
- Rediscovery – of self, family, friends and community, of wellbeing and ability, and of purpose and hope.
- Resources – to deal with stress, life's challenges and relapse and ill health.
- Resilience – to grow and develop the ability to recover and attain independence.

Our Values – those things we believe are important to how we behave

- Openness

We reach out to anyone who needs us.

- **Respect and Dignity**

We treat the people who use our services, the staff that work in them and those that give their time freely with the utmost respect and dignity at all times.

- **Equity**

We ensure that access to our services, opportunities for employment, and our public image promotes equity and social inclusion.

- **Hope and Confidence**

All people who use our services are encouraged to be hopeful about their future.

- **Recognising and Developing Potential**

Staff, volunteers and the people who use our services are encouraged to express their strengths and potential and that wherever possible, this will be developed.

- **Trust**

We ensure that people who engage with us feel they can trust that we are there to support them and will not let them down.

- **Together**

We are stronger in partnership.

- **Independent**

We speak out fearlessly and fairly.

Our Strategic Aim for the next 5 years

Norwich and Central Norfolk Mind aims to be a leading mental health provider in Central Norfolk. We will provide high quality services both in Central Norfolk and elsewhere with the agreement of fellow local Mind Associations. We will campaign on behalf of our communities for improvements in mental health services to reduce stigma and discrimination within the workplace and communities and enable individuals to access the right kinds of support to improve their mental wellbeing.

Our goals for 2015-2020

Staying Well

1. We will provide support to clients and staff and volunteers that focus on improving and maintaining mental wellbeing. We will promote and encourage the “5 ways to wellbeing “i.e. – give, keep learning, be active, take notice and connect.
2. We will model good employment support through our Mindful Employer registration.
3. We will focus on recovery and building resilience as a core element in all programmes. We will offer education on Wellness planning (WRAPS).
4. We will recognise the importance of good physical health care in maintaining mental health and encourage opportunity for clients and staff to improve their overall health.
5. We will ask for service user feedback on our services and act on responses.

Improving services and support

1. We will strengthen and grow existing services to increase both the numbers of people able to access the services and the locations in which we work.
2. We will seek to provide innovative and diverse services that will meet the mental health needs of the population of Norwich and Central Norfolk in particular services focussed on prevention, recovery and rehabilitation, supporting primary and secondary care and growing our youth service.
3. We will work with a wide range of other providers in partnerships in order that we maximise service development opportunities and broaden our reach within communities.
4. We will recognise the need to improve our environment to ensure that we provide the best possible facilities for clients to receive services and staff to work.

Enabling social participation

1. We will encourage and support our clients and our staff to participate in opportunities to engage with the public, focus on improving their life choices and reduce the stigma and discrimination that affects people with mental health problems.

2. We will continue to develop our peer support opportunities recognising the importance of lived experience when helping others.
3. We will enable more people with mental health problems to gain the economic and social benefits of employment via campaigning, consultancy and training, rehabilitation and social support, volunteering, paid employment and other ways as they arise.
4. We will grow and develop our Associate Model of Engagement with people who have an interest in mental health, and ensure that they are kept informed and included in shaping our organisation and delivery of services.
5. We will maximise the opportunities created by social media to help people stay engaged, connected and informed about the work of the organisation and mental health issues .

Empowering choice

1. We will actively support individual choice for the care and support our clients wish to receive from us or from others.
2. We will make information and advice more widely available via our website and social networks, through media engagement, over the phone and from direct contact with staff and through our Associate Programme.

Removing Inequality of Opportunity

1. We will work hard to develop better services and support to marginalised groups in particular migrant workers and ethnic minority groups across Central Norfolk
2. We will help other groups who are under served to develop resilience and access appropriate services and support (e.g. Armed Forces personnel, Carers, and rurally isolated people.)
3. We will aim to train all our staff in Cultural Competence Awareness.

Organisational Excellence

1. We will build and sustain a successful organisation led by a well-informed Board of Trustees representative of our community operating with integrity and due diligence.
2. We will focus on meeting and exceeding the National Mind Quality standards with a commitment to continuous improvement, sharing and learning.

3. We will ensure we remain financially viable, strengthen and diversify our income streams and focus on maximising the social return on investment by building the resilience of the communities we serve.
4. We will be a Mindful Employer, undertake an organisational mental health audit and be an excellent employee support role model to other organisations. We will actively manage change processes, recognising the importance of supporting people to do things differently.
5. We will develop an integrated approach to marketing our organisation, fundraising and improving information management which will provide the 'public' platform for delivery of our services.
6. We will work in Partnership with National Mind, aligning our values and goals and ensuring we benefit from a mutually supportive relationship.
7. We will focus on improving our communication with our clients, our staff, partner organisations and the wider community.

Making it happen

Norwich and Central Norfolk Mind will be able to work toward fulfilling our strategic goals because we are financially viable and have a committed workforce which is well trained. We have a good track record in recruitment of staff and volunteers, and retention of staff and volunteers.

As our financial position was significantly improved during 2013/2014 the organisation is no longer in deficit and entered 2014/15 with a balanced budget. We also have a good level of reserves which will enable us to invest in areas that are required to fulfil our strategic aims. Our major contracts have been recently awarded so there is no immediate threat of significant loss of income. We have a growing income base and are seen to be a good and reliable service provider and partner.

We have reviewed our management structure and have put into place a fit for purpose structure that will provide a resilient and comprehensive level of management support to ensure that core organisational activities essential to the fulfilling of our ambitions will be appropriately managed and supported. In addition to this we are

improving our staff engagement through the implementation of our Mindful Employer strategy.

Our involvement with our clients and the general public is very important to us and is central to our whole culture – our Engagement Model is being implemented as a priority during early 2015 with the addition of new organisational Patrons, new Trustees on our Board, a growing client engagement forum and the expansion of our Associates Programme.

Amanda Hedley

Chief Executive Office

May 2015