



Strategic Plan 2021-2024

Mind in Havering, Barking and Dagenham



Mind Havering, Barking and Dagenham

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Our Purpose

We support minds

We deliver life-changing support

We change minds

We speak out and demand better from policymakers and the public

We connect minds

We bring people together to make change in their communities

We're here to fight for mental health

For support. For respect. For everyone.

We are Mind in Havering, Barking and Dagenham. A member of the Mind Federation

Our Mission

To be there for everyone who needs us – striving to ensure that nobody in our local communities has to face a mental health problem alone. We know we have a great responsibility in the Boroughs we serve to provide advice and support, services, understanding and awareness, to empower anyone experiencing a mental health problem.

Our Vision

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

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Our Goals

Staying well: Support people likely to develop mental health problems, to stay well

Empowering choice: Empower people who experience a mental health problem to make informed choices about how they live and recover

Improving services and support: Ensure people get the right services and support at the right time to help their recovery and enable them to live with their mental health problem

Enabling social participation: Open the doors to people with experience of mental health problems participating fully in society

Removing inequality of opportunity: Gain equality of treatment for people who experience both mental health and other forms of discrimination

Organisational excellence: Make the most of our assets by building a culture of excellence

Our Approach

We will:

- never define people by a mental health diagnosis and put people first; responding to their needs and preferences
- work towards being an anti-racist organisation, valuing every beneficiaries' perspective, enabling empowerment and choice
- support recovery and social inclusion by working holistically, covering all major dimensions linked to recovery
- support people with a positive and hopeful approach in line with the CHIME principles:
 - Connectedness
 - Hope & optimism
 - Identity
 - Meaning
 - Empowerment

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On Reflection

Over the last 12 months, we have contributed to the combined support given to over 300,000 people across the country through online and face to face support. We have also helped to transform public attitudes and the quality of mental health support, by standing alongside people who are experiencing mental health problems. However, too many of us still have to fight to get help, and we find ourselves in an increasingly unequal society.

The pandemic has had an impact on the mental health of millions of people and will continue to do so for years to come. There is no vaccine for mental health problems, therefore, addressing the mental health emergency will require a long-term collective effort.

We've evaluated the impact of our work, involving service users, volunteers and staff; and identified our strengths and areas to improve. Our success areas include i) the achievement of the Mind Federation MQM status and recognition through being nominated for 2 Excellence Awards for Finance and Fundraising (Winner) and Service User Influence and Participation (Highly Commended) ii) our Live a Better Life Programme service model iii) the Mind in

North East London collaboration iv) our growth in sustainable community fundraising v) our increased use of social media and vi) the exploration of new opportunities, leading to the development into the London Borough of Barking & Dagenham. We will look to improve our diversity as a team in order to better reflect the communities in which we work. We are also committed to working with more people, including those as young as 11 years of age, the LGBTQ+ community and those from different ethnic backgrounds and communities.

“If it wasn't for Mind I'd be lost, or I wouldn't be alive to be completely honest with you.”

Nadine, Mind service user

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Our Strategic Priorities

Reach and Relevance

- Geographically – provide new services by working with partners and funders in Barking & Dagenham as well as Havering, to target underserved needs, through increased accessibility and support
- Demographically – continue our discussions with local statutory partners to co-produce and deliver services for young people and their carers, supporting their transition into adult provision
- Culturally - invest time in listening to members of racialised communities, become truly inclusive and relevant to their lives, and support them when it feels like the inequalities in mental health systems are stacked against them
- Holistically – continue to provide face to face services where possible, as well as opening up engaging and

Our ambition: Expand and diversify our audience and reach and be relevant to all communities in order to help more people through our services in Havering and Barking & Dagenham

effective online service access models for 1:1 and group work

- Make a positive difference for more people, by creating a range of online products & resources, available through a newly refreshed website

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Impact and Equality

- Improvement – using evidence and insight, including direct input from service-users including families and carers, to inform and prioritise co-development of service improvements with stakeholders; evidencing and understanding resulting improvements in beneficiaries mental wellbeing, resilience, peer support, social inclusion, health-related quality of life, control and self-management
- Efficacy – act upon feedback from all service user surveys to enhance our impact and reach
- Recovery-focused – continue to develop services that have a strong commitment to respect and recovery and the development of mental health wellbeing and resilience - empowering and helping people to recover and self-manage to sustain improved wellbeing

Our ambition: Listen and amplify the voices of people with lived experience, to enable us to maximise and evidence the positive impact of our services on individual beneficiaries, their families and the wider community

- Acknowledge – how living in poverty and mental health can be linked and work with partners to tackle this at individual and community level
- Be confident in our practices that quality and safety are maintained

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Sustainability and Growth

- Emerge from C19 Pandemic stronger, with increased capacity and reserves to reflect our expanding operation
- Develop a strong, supportive, engaged, expert Board of Trustees
- Provide compassionate and comprehensive support to our staff and volunteers, by building on our culture of professionalism, team work, flexibility, celebration of achievement and a focus on wellbeing. We will continue recruiting and retaining our exceptional staff and volunteers who share our values, are passionate about destigmatising mental health problems, and drive our anti-racist agenda
- Modernise our information processes, remote work capacity, systems and data management, to enable the delivery of a blended service, whatever the future holds
- Create and live an organisational culture that is diverse, multicultural and respects disability, difference and lived experience regardless of background

Our ambition: Deliver great results by ensuring we continue to be financially strong, well-positioned and sustainable, through spending wisely, recruiting effectively, forward planning for infrastructure and revenue growth; and working towards systems that support our work effectively in the future

- Future proof, by investing and adapting - ensuring financial sustainability, responsibility and efficiency; and sound financial accountability and management with diversified income streams and fantastic fundraising

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Partnerships and Co-operation

- Be intentional in developing close collaboration with Commissioners/Local Authorities and key mental health/wellbeing influencers; working with partners to share learning and generate new ideas to address the most complex issues and tackle inequalities in the mental health system across both Boroughs
- Proactively drive positive local partnership working with statutory partners, and third sector collaborations; and establish Mind in Havering, Barking & Dagenham services as integral to local care pathways and new service delivery
- Seek opportunities to join or create Steering Groups/local Forums and Alliances, to ensure our voice is heard, our services are promoted and that we have significant influence that delivers stronger profile and collaboration
- Proactively seek strong support and shared learning from the national Mind network and Mind in London network

Our ambition: Become the local ‘go to’ organization for mental health service delivery, and enjoy mutually respectful and positive partnerships by building meaningful relationships, that maximise our influence and collective impact

- Work collaboratively across North East London with neighbouring Minds to influence the Mental Health Transformation Programme, as delivery partners

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Better mental health for all

When our charity was formed over 50 years ago, mental health was a low priority, and those experiencing mental health problems were stigmatised. Mental health is not hidden anymore. It's on the front pages. It's on the political agenda. It's discussed at the dinner table. For millions of people, mental health is now something to be honest about – not ashamed of. The Mind community – including our funders and supporters – has been at the heart of this transformation. Together, we've shown what mental health really looks like, what support makes it better and what needs to change. But there's still so much more that needs to be done.

Our Values

Openness - We reach out to anyone who needs us

Together - We're stronger in partnerships

Responsive - We listen, we act

Independent - We speak out fearlessly

Unstoppable - We never give up



Join the fight for better mental health with Mind in Havering, Barking and Dagenham

Donate * Fundraise * Sponsor * Support * Volunteer * Invest * Share

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