



Foreword

Along with National Mind, Mind in Havering, Barking & Dagenham has played a vital role in transforming public attitudes and improving the quality of mental health support. We have achieved this by standing shoulder to shoulder with those struggling with their mental health – but there is still much more to be done.

Too many people still have to fight to get the help they need. Many face discrimination in the workplace and within healthcare. Others find themselves in an increasingly unequal society, where their voices are dismissed and their trauma overlooked.

There was already a mental health crisis before the coronavirus pandemic, but the pandemic has only deepened inequalities and increased the demand for support across the nation.



We know firsthand that young people living in poverty and those from racialised communities have the greatest mental health needs and some of the poorest experiences of support. They also faced the sharpest decline in mental health during the pandemic.

With the continued support of our partners, supporters, and generous funders, we will keep providing life-changing support to those who need us most.



Strategic Plan 2025 - 2030

About Us

We work with our communities to help everyone understand how to look after their mental health and access the support they need.

In partnership with local health services, the NHS, community organisations, and other local Minds, we strive to reduce health inequalities. We support people of all ages – from young people in schools to older adults struggling with isolation.

Our services are available to those experiencing mild to moderate mental health challenges, such as anxiety, stress, and depression, as well as those in crisis who have experienced serious trauma or are living with a long-term mental health condition.

We listen, support, and advocate, pushing for better outcomes for everyone affected by mental health issues.

We develop and embed inclusive, accessible projects and support services that meet local needs.

We achieve this by expanding and enhancing support for those affected by mental health challenges and suicide.

Our Mission

Together with our communities, we offer hope and support for better mental health, ensuring no one feels alone.

We recognise our responsibility in the Boroughs we serve to provide advice, support, services, understanding, and awareness—empowering anyone experiencing a mental health problem. We will be there for everyone who needs us.

Our Vision

We won't give up until everyone experiencing a mental health problem gets the understanding and support they need.

Our Fundamentals

Staying Well

Supporting people likely to develop mental health problems to stay well.

Empowering Choice

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

Improving Services & Support

Ensuring 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

Opening the doors to people with experience of poor mental health, to enable them to participate fully in society.

"I'm less isolated. I have options. I know that I'm understood tacitly because everyone's in the same boat. I can be with people without having to explain myself or justify why I'm there." - Anonymous, Peer Support Group Member.

Removing Inequality Of Opportunity

Gaining equality of treatment for people who experience both mental health and other forms of discrimination.

Committed To Anti-Racism

Working towards being an anti-racist organisation, valuing every beneficiaries' perspective, enabling empowerment and choice.

Putting People First

Never defining people by a mental health diagnosis and putting people first; responding to their needs and preferences.

Organisational Excellence

Making the most of our assets and resources by building a culture of excellence.



The Difference Between Local Mind And National Mind

We are an independent charity affiliated with National Mind. This means we meet high-quality standards, benefit from the experience and knowledge of a wide network of Mind associations, and can work locally to meet the specific needs of our community.

There are around 100 local Minds across England and Wales. Each one is unique—independent charities run by local people who understand their community and tailor services accordingly.

We are led by our own board of Trustees and raise our own funds.

If you fundraise for Mind in Havering, Barking & Dagenham or any other local Mind, the money raised will be spent locally to support people through services designed to meet their needs.

If you fundraise for National Mind or leave a legacy in your will, the money raised will be received and spent nationally to support Mind's work across England and Wales, not locally.

Nationally, Mind raises awareness, promotes understanding, and campaigns for change. It is also a vital source of information and advice, empowering thousands of people every year.

Together, we won't stop until everyone experiencing a mental health problem gets the support and respect they deserve.



1. Reach & Relevance

Innovate And Develop

We will work with partners and funders in Havering, Barking & Dagenham to address underserved needs by improving accessibility and support. We will continue collaborating with local statutory partners to co-produce and deliver accessible projects and services that meet local needs.

Inclusivity

We will invest time in listening to members of diverse and racialised communities to ensure our support is culturally relevant and responsive to their needs. We will stand with them when inequalities in the mental health system feel stacked against them.

Poverty

We will advocate for and actively seek to build local partnerships to address the complex relationship between mental health and poverty, both at the community and individual levels.

Our ambition: Expand and diversify our audience and reach, and be relevant to all communities, big and small, in order to help more people through our services.

Young People

We will continue to advocate for young people and their right to access mental health support whenever and wherever they need it. We will also seek to secure additional funding to provide greater opportunities for children and young people to receive support.

Awareness

We will strengthen our digital presence on social media platforms to reach and connect with more people. We will continue to observe Time to Talk Day, World Mental Health Day, and World Suicide Prevention Day to challenge negative attitudes and normalise conversations about mental health.

Understanding

We will continue to build connections within the local community and across London to help shape conversations and present mental health in a realistic, non-stigmatising way.

Our 4 Strategic Priorities

2. Impact & Equality

Lived Experience

Drawing on personal experience and the best available evidence, we will provide life-changing mental health support. We will champion individuals with lived experience and their role within statutory systems across London, encouraging active participation from lived experience groups.

Equity

Working shoulder to shoulder with people who have mental health problems, will help us to design more engaging, effective and equitable services for people who need them most.

Inclusive

We want everyone – whatever their background – to feel welcomed and supported by our services. We will make sure that our support is inclusive.

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.

Signposting

We will continue to provide our signposting service, helping people with mental health problems access the right support at the right time, assert their rights, and feel hopeful.

Recovery Focus

We will continue to develop services that have a strong commitment to respect, recovery, and the promotion of mental health, wellbeing, and resilience—empowering individuals to recover, self-manage, and sustain improved wellbeing.

Quality Assured

We will ensure our practices are delivered safely and that the quality and excellence expected through the Mind Quality Mark is maintained.

Our 4 Strategic Priorities

3. Sustainability & Growth

Great Place To Work

Build a diverse workforce with an inclusive organisational culture that is multicultural and respects neurodiversity, difference, disability, and lived experience, regardless of background.

Workforce

Continue to provide comprehensive support to protect the mental health and wellbeing of all our staff and volunteers.

Learn From The Pandemic

We will apply the lessons and experiences from the pandemic to ensure our systems and processes are as robust as possible, regardless of what the future may hold.

Influence

Solidify our presence and influence across London by speaking with one voice and leveraging the combined strengths and shared expertise of the Mind in London community.

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

Be nimble and adaptable, investing prudently to ensure financial sustainability, responsibility, and efficiency. We will deliver strong financial accountability and management through diversified income streams and excellent fundraising.

Innovate

Work with our valued supporters and volunteers to increase our income and encourage more people from diverse backgrounds to get involved in our work. Build new, meaningful partnerships with companies and organisations that share our ambitions for mental health, and launch new fundraising initiatives to engage them.

Climate Emergency

While tackling the climate emergency is not our primary charitable purpose, we will play our part in addressing its causes wherever possible and adapting to its impact.

Our 4 Strategic Priorities

4. Partnership & Co-operation

National Partnerships

By sharing learning with the Mind Federation and Mind in London, we will work collaboratively to influence the mental health agenda, meeting the needs of the communities we support and identifying and developing services and models across London.

Workforce

Together with Mind in London and the North East London Mind Alliance, we will share learning, resources, and innovative ideas to tackle the most complex social issues and address injustices in the mental health system. Our focus will be on supporting the most disadvantaged communities and improving visibility, accessibility, and impact.

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

Local Partnerships

We will proactively foster positive local partnerships by working with grassroots organisations and third-sector collaborations. We will also establish Mind in Havering, Barking & Dagenham services as integral to local care pathways and new service delivery.

Borough influence

We will be deliberate in developing close collaborations with commissioners, local authorities, NELFT, the NHS, and key mental health and wellbeing influencers, working together to address inequalities in the mental health system across both boroughs.

Local Influence

We will seek opportunities to join or establish steering groups, local forums, and alliances to ensure our professional voice is heard, our services are promoted, and we have a significant influence that fosters a stronger profile and greater collaboration.

Our 4 Strategic Priorities

We Have Never Been More Determined To Fight For Better Mental Health For Everyone

People need support now, but they also need long-term change in the way society views mental health. We are committed to improving attitudes and increasing understanding of mental health within our communities.

Mental health is no longer hidden. It's on the front pages, on the political agenda, and discussed around the dinner table. For millions, mental health is now something to be open about – not something to be ashamed of. The Mind in Havering, Barking & Dagenham community – including our staff, Trustees, volunteers, funders, and supporters – has been at the heart of this transformation for many decades.

When our charity was founded over 50 years ago, mental health was a low priority, and those experiencing mental health problems were stigmatised. Together, we have shown what mental health truly looks like, what support can make it better, and what needs to change.

But there is still much more to be done. We will continue to listen to our communities and provide compassionate, inclusive mental health services, resources, and practical support to promote wellbeing for all.



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

Donate - Fundraise - Sponsor - Support - Volunteer - Invest - Share

Mind in Havering, Barking & Dagenham
Harrow Lodge House
Harrow Lodge Park
Hornchurch Road
Hornchurch
Essex RM11 1JU

T: 01708 457040
E: reach.us@haveringmind.org.uk
W: www.haveringmind.org.uk
facebook.com/HaveringMindCharity

Registered Charity No. 1108470
Company No. 4184862