



Strategic plan 2017 – 2020

1. Introduction

This document outlines Coastal West Sussex Mind’s strategic goals for the organisation between 2017 and 2020. It provides the framework for making decisions about our charitable work, deciding between competing priorities and steering our course through the next 3 years. It also provides the over-arching framework to support the development of our annual business plans for 2017-18, 18-19 and 19-20.

2. Background

In Autumn 2014 extensive work was undertaken to develop a 5 year strategic plan for the organisation. The plan was developed through discussion with a wide range of people who have an interest in our organisation including our staff and service users and took account of a wide range of factors which impact on the way we work and what we do. In Autumn 2016 we reviewed this plan. It was exciting to see how much we had achieved in the 2 years since we had first agreed it particularly our development of the organisation, training work, youth service and work with families. Whilst many of our 2014 goals have remained the same we have now developed and updated them to reflect the many internal and external changes which have taken place since 2014 and to ensure we have the right goals for the next 3 years.

3. Our vision, mission and values

Our vision (ultimate goal) is:

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

Our mission (what we are going to do to achieve vision) is:

We will promote good mental health through the provision of high quality services and through campaigning to improve services, raise awareness and understanding

4. **Our 3 key strategic goals 2017 -2020**

	In the next 3 years we aim to:	In 3 years time how will we know/measure we have achieved it	What difference will it make to our beneficiaries
1.	Ensure people who have lived experiences of mental health problems are, and user and carer involvement is, at the heart of everything we do.	<ul style="list-style-type: none"> We will continue to ensure and improve the way that individuals who have lived experiences of mental health problems play a key role in every aspect of planning and delivering our work We will have continued to develop our processes for active user and carer involvement in the delivery, design and development of all our services and in the organisation and we will be delivering on this. 	<ul style="list-style-type: none"> What we offer and how we work will meet needs effectively Service users and carers will feel empowered which will support and enhance their personal development and experience of using our services.
2.	Increase our work to tackle stigma and discrimination and raise awareness around mental health in communities and provide support for individuals and communities to maintain and achieve positive mental health and well-being	<ul style="list-style-type: none"> We will continue to be regularly running mental health awareness and well-being training sessions to staff working in organisations in West Sussex. We will have a clear programme of work & events across our area which tackle stigma and discrimination and raise awareness & understanding in the community. We will have a strong media and social media presence We will be involved in well-being programmes which develop resilience for individuals at risk of developing mental health problems 	<ul style="list-style-type: none"> People living with mental health problems in West Sussex will feel less stigmatised and less isolated Individuals at risk of developing mental health problems living in West Sussex will be supported to develop resilience Individuals with lived experience involved in this work will feel empowered and have developed personal skills and confidence
3.	Continue to develop and provide excellent community mental health support to young adults, adults, older adults, and families and carers; supporting individuals to develop skills and confidence to manage their own mental health and well-being effectively and providing opportunities for individuals to connect socially and give and receive peer support. Linked to this we will also continue to provide learning and development opportunities to	<ul style="list-style-type: none"> We will work as a key provider within the West Sussex Pathfinder Mental Health Alliance to support the development of good quality and consistent mental health psycho-social support in West Sussex We will continue to develop and grow our service offer extending support in rural and urban areas in West Sussex, to families and young people and to older people. Social and peer support will be a key part of our service provision. We will continue to provide learning and development to staff working with people with mental health problems to increase skills and knowledge and enable them to provide effective support. 	<ul style="list-style-type: none"> People who develop mental health problems will get effective person centred social and psychological support which helps them to effectively self-manage difficulties and be socially connected. Staff working with people with mental health problems have skills and confidence to provide effective support

staff to enable them to provide effective support.		
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5. **Enabling goals**

To ensure we deliver these strategic goals and benefits we have 5 further goals which will enable and support our achievement of our strategic goals. These are:

	In the next 3 years we aim to:	In 3 years time how will we know/measure we have achieved it:
1.	Continue to develop and maintain strong partnerships with key providers, commissioners and National Mind to enable us to increase our reach and deliver the best services and support possible to meet needs	<ul style="list-style-type: none"> We will have a number of strong strategic partnerships with key organisations that strengthen our ability to deliver excellent services and reach more people. We will be working in partnership with National Mind to deliver key initiatives
2.	Increase our presence within and engagement with local communities	<ul style="list-style-type: none"> We will have a strong network of organisations and individuals who support and have an interest in our work We will ensure there is strong community networking and involvement in service delivery and development
3.	Increase the use and widen the role of volunteers within our organisation	<ul style="list-style-type: none"> We will have developed a volunteer strategy and implement this increasing the numbers of volunteers who contribute to and support our work
4.	Communicate more effectively about our organisation and our work	<ul style="list-style-type: none"> More people will know about us and our work and we will have increased our social media presence
5.	Fund-raise effectively to achieve our strategic goals	<ul style="list-style-type: none"> We will review and implement our fund-raising strategy

We will also:

- Review progress around achieving our ambitions on an annual basis and develop and amend our plan if required particularly if there are significant changes in the external world in which we are operating
- Ensure that we have and maintain an effective Board of Directors and Trustees to oversee delivery of our plan