



STRATEGIC PLAN

2020 – 2025

- This plan has been developed using feedback from a wide range of sources and through discussion with people who have an interest in our organisation including our staff and service users.
- It takes into account a wide range of factors which impact on the way we work and what we do including our current organisational strengths and weaknesses, the economic, political and social world we are operating in and the commissioning plans and intentions of our commissioning partners.
- It will provide the framework for making decisions about our charitable work, deciding between competing priorities and steering our course through an uncertain future over the next 5 years. It provides an over-arching framework to support the development of our annual business plans.

We are West Sussex Mind your local community mental health charity...

WHAT WE DO...

- We campaign, tackle stigma and raise awareness around mental health and well-being and actively engage with and in local communities across West Sussex to do this
- We provide high quality mental health support services in towns and rural communities in West Sussex
- We train and enable professionals, carers and parents to provide support around mental health and manage their own mental health and well-being effectively

HOW WE DO IT...

- We work in partnership with people with mental health problems to develop and deliver our services
- We build and develop strong and committed teams of staff and volunteers
- We strive to do more, better and innovate
- We make the best use of the money we receive from contracts, grants and fund-raising to achieve the above keeping our overheads low and focusing on services we can provide well
- We measure our performance and outcomes to ensure we are making a difference

Our vision is:

Everyone with mental health needs in West Sussex is supported and respected

Our mission is:

To promote good mental health by providing high quality services, campaigning for improvement and by raising awareness and understanding throughout West Sussex

Our values

Open: 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

Forward thinking: we innovate and develop

WHAT WE HAVE ACHIEVED 2015 - 2020

<p>Supported over 10,000 people increasing the number of people we support each year from 1200 to 3500</p>	<p>Run 550 training events which have reached over 7500 people across West Sussex and increased the number of events we run annually from 15 to over 180.</p>	<p>Set up and established our Open Minds anti-stigma project reaching over 8000 people in the first 3 years and led Time to Change West Sussex</p>	<p>Introduced new services and support including our BEOK youth mental health service, our Families in Mind support to parents of young children, our services in the Chanctonbury area of West Sussex and additional support in GP practices</p>	<p>Through partnerships and developments extended our geographical reach (including our merger with the Corner House) and developed into West Sussex Mind</p>	<p>Nearly doubled our annual income and staff team size in order to be able to achieve this.</p>
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Local people need us more than ever...

Demand for mental health support in West Sussex is increasing. This is because:

- **The population of West Sussex is growing.** It is estimated that at least 850,000 people live in West Sussex – This has increased since 2012. (1)
- The percentage of people in the population with mental health problems (1 in 4 people) has not changed significantly in recent years, but worries about things like money, jobs and benefits can make it harder for people to cope. How people cope with mental health problems is getting worse as the number of people who self-harm or have suicidal thoughts is increasing. (2)

This means we need to try and do more to meet these increasing needs and make sure the public know we can help.

In addition, West Sussex has changed and now has an increasingly diverse population. Many people who live in West Sussex also live in rural areas which have limited services and support and poor transport links to towns where services are available. (1)

This means we also need to make sure our services are appropriate, available and accessible to all. We may need to offer more targeted services for some communities.

Many adults with mental health problems first develop these when they are young. (3). In addition, demand for support is particularly growing amongst children and young people in West Sussex. (1)

This means we need to try and expand our work with children and young people to prevent problems from developing and increase their resilience around mental health. Continuing to provide and expand support to young people and also parents and carers is also vital.

1 www.jsna.westsussex.gov.uk

2 Mental health and wellbeing in England: Adult psychiatric morbidity survey 2014

3 Prior juvenile diagnoses in adults with mental disorder 2003 kim-cohen J, caspi A, Moffitt T et al

The future - Our goals 2020 – 2025...

	In the next 5 years we will:	How we will do it	How will we measure our success?
A	COMMUNITIES, CAMPAIGNING & ENABLING		
	Campaign, raise awareness and tackle stigma in local communities in West Sussex.	<p>A1 - <u>Work in partnership</u> with people using our services and people with mental health problems to identify campaigning messages, priority areas and as champions.</p> <p>A2- <u>Run awareness and anti-stigma campaigns</u> in partnership with local communities through our Open Minds Project</p>	<p>We will:</p> <ul style="list-style-type: none"> • Have run more community awareness raising activity and have more champions involved in delivering this
	Expand our early intervention and prevention work	<p>A3 - <u>Work in partnership with employers</u> and in workplaces to promote mental health and well-being and resilience</p> <p>A4 - <u>Develop work in schools and with children, young people and parents</u> to raise awareness and build resilience and self-management skills</p>	<ul style="list-style-type: none"> • Have delivered more training and have more partnerships with workplaces • Have Increased our work with schools and parents
	Make sure people know help is out there	A5 -<u>Have strong and effective communications about services</u> and support and how people can get help. Particularly ensuring GP practices are promoting our services and we are using digital technology to support this.	<ul style="list-style-type: none"> • The public will know we are there to help and we will be using digital technology proactively to support this.
B	OUR SUPPORT		
	Offer high quality mental health support which is valued	<p>B1 - <u>Work in partnership</u> with service users to co-produce our services and in partnership with other providers including being an active member of Pathfinder West Sussex Alliance</p> <p>B2 – <u>Widen access and reach more people:</u> Out-side of working hours, in GP practices, in rural areas, from diverse communities and generally widening our offer using peer mentors, community volunteers and digital technology to make this happen</p> <p>B3 - <u>Support people using our services to develop, progress and be active members of their communities:</u> Enabling people to access community activities and move into volunteering and employment</p> <p>B4 – <u>Combat loneliness and social isolation</u> –Maintaining a strong focus on social connection within our services through peer support, befriending and social activities</p> <p>B5 - <u>Provide high quality training</u> to staff working with people with mental health problems in a wide range of services across West Sussex</p>	<p>We will:</p> <ul style="list-style-type: none"> • Increase the numbers of people getting support from us including from diverse communities • Have a digital offer including access to social media-based peer support and e-learning. • Increase numbers moving into volunteering or employment • Increase volunteer peer mentors • Have positive service user experiences of the support • Deliver high levels of training for professionals

C	OUR ORGANISATION		
	<p>Build a strong West Sussex Mind team and organization in order to be able to effectively achieve our goals</p>	<p>C1 - <u>Focus on developing and growing through partnership:</u> With people who use our services, our staff our communities and other organisations who share our values, goals and ambitions</p> <p>C2 - Strengthen our structure and workforce offering improved and more structured workforce development and valuing the role of peer support workers within our work force</p> <p>C3 – <u>Increase volunteering in West Sussex Mind</u></p> <p>C4 - <u>Develop longer term financial and fund-raising plans</u> and fundraise to ensure we can continue to achieve our goals</p> <p>C5 - <u>Ensure we have good premises</u> which effectively support us to deliver our business and goals</p>	<p>We will:</p> <ul style="list-style-type: none"> • Continue to be able to recruit and retain good staff • Have a more structured training offer for our staff and volunteers • Have more community volunteers • Continue to have positive staff and volunteer experience • Grow income levels and sustain income if possible • Be able to evidence growth through partnerships • Have premises which work well