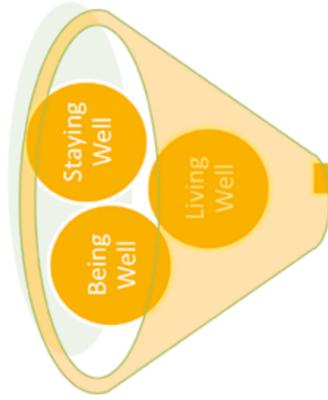
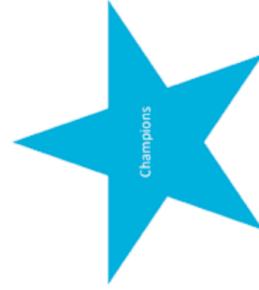


Healthy Lives 2016-2021 – Making it Happen

Our Trustees own our Strategy & are responsible for ensuring that we deliver it legally & efficiently. The Strategy Group will report to the Executive Committee at Board Meetings & ensure that any actions or amendments requested are implemented.



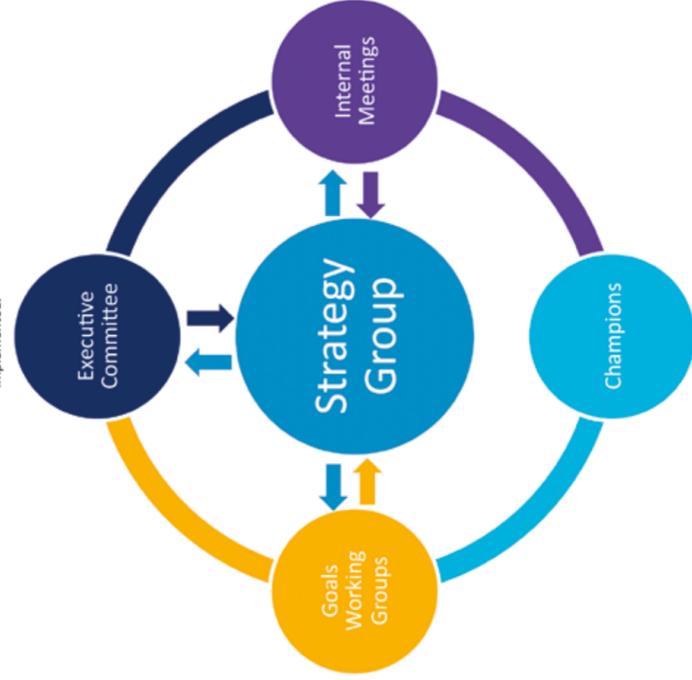
We will have a working group for each of our Goals. Membership includes a Director/Senior Manager, Service Manager, Champions & a Critical Friend. Each group reports directly to the Strategy Group & should meet at least quarterly.



We will recruit Champions from across the organisation who have a particular interest, knowledge or personal experience of one or more of our priority groups/topics. Champions will be expected to attend relevant internal meetings & the Goals working Groups in order to represent and champion their particular area. Champions can include Experts by Experience or staff/volunteers.

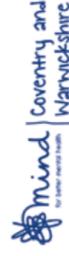


The Strategy Group are responsible overseeing the implementation of the Goals & Objectives and for ensuring that all stakeholders are involved in the process. The membership includes CEO, Directors & Senior Managers.



We will utilise existing internal meetings to ensure that information about our Strategy is disseminated, ideas about how we can achieve our objectives are generated & to ensure that we implement and achieve what we have set out to do.

Healthy Lives 2016-2021



	Goals			Organisational excellence
Objectives	<p>Staying Well I want support before I develop mental health issues in order that I stay well</p> <p>We will develop a campaign that helps over 5000 people be better aware of the signs & symptoms of mental health issues so they can get help quickly & have access to information & resources that promote good mental health & wellbeing.</p> <p>We will ensure that at least 1000 people experiencing a difficult time in their lives are able to quickly receive online or face to face support in order that they do not develop mental health problems.</p>	<p>Being Well I want support with my mental health issues so that I can live well and fulfil my potential</p> <p>We will ensure that 95% of people do not have to wait more than 4 weeks to receive support.</p> <p>We will give people more choice about how, where and when they receive their support, providing services during evenings & weekends.</p> <p>We will create more opportunities for people to give & receive support from others who have shared experiences (peer support).</p> <p>We will provide opportunities for people to meet others and expand their interests.</p> <p>We will develop services & support for individuals with complex needs.</p>	<p>Living Well I want Coventry & Warwickshire to be a place where I feel able to actively take part & contribute as a person with mental health issues</p> <p>We will develop a programme to challenge stigma and discrimination in Coventry & Warwickshire.</p> <p>We will work with local authorities, employers & community organisations to create new opportunities for at least 100 people with mental health problems to be more involved in contributing to our local communities.</p>	<p>Organisational objectives</p> <p>We want to increase people's awareness of who we are & what we do by having a greater presence in our local communities.</p> <p>We will aim to be the leading mental health charity in Coventry & Warwickshire.</p> <p>We will work to increase the places our funding comes from & to have more freedom & greater flexibility about how we use this money.</p> <p>We will work to increase the services & support we offer to people in Warwickshire.</p> <p>We will explore opportunities to expand our work in to areas where there is not a local Mind presence or where we have a particular expertise.</p> <p>We want to have a strong & active membership base & will increase our membership by 200 people.</p> <p>We will explore opportunities to test & develop new ways of working, particularly with National/other Local Minds</p> <p>We will further work to develop our relationships with professional agencies so they recognise our value & expertise.</p> <p>We will work more in partnership with other organisations in order that we achieve our aspirations.</p> <p>We will work with our staff team to make sure we are an outstanding place to work – a role model employer.</p> <p>We will recruit & retain passionate & committed volunteers with a wide range of skills.</p> <p>We will make the best use of modern technology in the way in which we communicate and deliver support</p>
Priority groups	Children & young people Older adults Autism New mums/mums to be Unemployed			
Priority topics	Loneliness & Isolation Suicide Prevention Transitions Self-harm Workplace wellbeing			
Organisational excellence	<p>Guiding principles</p> <p>Choices & opportunities Coproduction/Involvement Inclusion & equality Quality, monitored, evidenced based services Flexible & person centred</p> <p>Excellence in customer care/experience Innovation and excellence in service design A well, skilled & equipped workforce Efficient</p>			



Healthy Lives

Our Strategy

2016-2021



Wellington Gardens, Windsor Street, Spon End, Coventry, CV1 3BT
 t: 024 76 552847 e: admin@cwmind.org.uk w: www.cwmind.org.uk
 Reg charity no: 1003688

We're Coventry & Warwickshire Mind, your local mental health charity

Our vision

Our vision is of a society that promotes good mental health for all and that values, as equals people who experience mental health problems.

Our Mission

Together with people who have experienced mental health problems we provide quality services and support that reduce stigma and promote positive mental health and wellbeing.

Our values

Passionate

Honest

Creative

Effective

Inclusive

Enabling

On reflection

Over the past 4 years, we have achieved a lot. Our Strategic Business Plan 'With Resilience in Mind' 2012-2016, set out an ambitious plan that has provided a strong foundation for our future.

Some of the things we have achieved include:

We developed a range of successful resilience programmes including: Mums in Mind, Schools in Mind & the Big Umbrella	We made friends with social media & launched our new website	We developed clearer referral pathways & now sit within the adult Central Booking Service & CAMHS Single Point of Entry
We achieved a far greater public profile & dramatically increased the money we generate through fundraising	We secured ongoing funding for and further developed and expanded our children & young people's services	We launched a brand new intensive support service & commenced the development of a new 24 hour nursing facility

We know that people need us more than ever



How we planned our future

In the Autumn & Winter of 2015-2016, a team of service users, trustees, volunteers & staff came together to look at what the future could look like for Coventry & Warwickshire Mind & for mental health in our City & County. During this time:



We did some research & looked at what we'd previously achieved & what we hadn't done



We met lots of service users to find out what mattered to them & what had made a difference to their lives



We met with commissioners & frontline workers (including our own staff) to see what they saw as the needs & gaps

Looking to the future 2016-2021

It is time for ambition – to look ahead and ask what the future can & should look like for people with mental health issues & for those at risk of developing them. Our ambition is that all people lead Healthy Lives & we intend to be there for everyone needing help or support for their mental health, whoever you are, wherever you are and whatever it takes.

We know that there are some people who may need us to make more effort to reach them or who require a special kind of support. The people you told us we should prioritise in the coming years include:

People with autism, older adults, the unemployed, children & young people, new mums/mums to be

Between 2016-2021, we will work to create 'Healthy Lives' for people in Coventry & Warwickshire by working across 3 key areas.

1. Staying Well

I want support before I develop mental health issues in order that I stay well

- We will develop a campaign that helps over 5000 people be better aware of the signs & symptoms of mental health issues so they can get help quickly & have access to information & resources that promote good mental health & wellbeing.
- We will ensure that at least 1000 people experiencing a difficult time in their lives are able to quickly receive online or face to face support in order that they do not develop mental health problems.

2. Being Well

I want support with my mental health issues so that I can live well and fulfil my potential

- We will ensure that 95% of people do not have to wait more than 4 weeks to receive support.
- We will give people more choice about how, where and when they receive their support, providing services during evenings & weekends.
- We will create more opportunities for people to give & receive support to/from others who have shared experiences (peer support).
- We will provide opportunities for people to meet others and expand their interests.
- We will develop services & support for individuals with complex needs.

3. Living Well

I want Coventry & Warwickshire to be a place where I feel able to actively take part & contribute as a person with mental health issues

- We will develop a programme to challenge stigma and discrimination in Coventry & Warwickshire.
- We will work with local authorities, employers & community organisations to create new opportunities for at least 100 people with mental health problems to be more involved in contributing to our local communities.

Other priorities you told us to focus on:

Ensure that more people know who we are & how they can get support, increase the services we offer to people in Warwickshire, increase the places our funding comes from so we have more independence, make Coventry & Warwickshire Mind an outstanding place to work, make better use of digital technology in all that we do, start addressing isolation & loneliness, undertake suicide prevention & self-harm awareness and focus on workplace wellbeing