



 *Mind* Lancashire

# Strategy

2021-2027





# Hello,

Over the last 10 years, in our mission to achieve Mental Wellbeing for All, Lancashire Mind has experienced transformation, stabilisation and growth. Today, we wish to look ahead and consider what the future of our organisation and the services we provide to the people of Lancashire looks like, recognising that there may be complex challenges ahead.

The last 18 months have been difficult for the people of Lancashire, the UK and the wider world. We have seen the devastating impact of COVID-19 on individuals, communities, jobs and life chances. We are only just beginning to understand the mental health impacts of the pandemic upon the people we serve.

There was, of course, already a mental health crisis across the UK before coronavirus. We are rooted in the belief that people facing such challenges are the ones best placed to share what works for them. Therefore, we're reaching out to those who have lived experience of mental health conditions to help us create, transform and update the services and interventions that will go on to help others in the future.

We're about to embark on further engagement work, to ensure the voices of as many communities across Lancashire as possible are included in the development of services.

Here, we've set out a range of aims and objectives which are ambitious and which rely on working with other people and organisations across our community to be delivered effectively. While much has changed in the world we live in, our core beliefs remain central:

- We will work alongside the people who use our services, utilising their feedback to improve our service
- We will collaborate with partners across the county who share our values, to achieve our aims
- We will continue to grow and learn as an organisation, to meet the challenges ahead of us

Please take a moment to read our aims and objectives for the next five years, so you can understand the steps we are taking to create a truly effective organisation that has you and your mental health and wellbeing at its heart.

Thank you

A handwritten signature in white ink that reads "Janet Richmond". The signature is fluid and cursive, with a horizontal line extending to the right.

Janet Richmond, Chair  
Lancashire Mind

# Vision, Purpose and Mission

## Our vision

A Lancashire where everyone can have the best mental health and wellbeing possible

## Our purpose

We want to work with Lancashire, for Lancashire – we believe in a future where everyone in Lancashire has the opportunity to have the best mental health and wellbeing possible

## Our mission

We will **Connect Minds** to understand people's experience of mental health in Lancashire  
We will **Support Minds** by offering services that meet the needs of local people and communities  
We will **Change Minds** by challenging stigma and increasing knowledge around mental health



# Our Aims & Objectives

# 1. Listen, Learn and Influence

## What it means:

We want to talk to people across Lancashire to find out what matters to them. We'll speak to those who represent the diversity of Lancashire, and we'll use what we learn from that task to inform the people in power. We'll also use our findings to ensure what we deliver fits with people's needs, allowing us to be a leading voice for change around mental health.

## What we will do:

- Plan and deliver effective engagement work
- Connect with people representing the diversity of the county
- Share what we learn, across Lancashire
- Design better ways of continuing relationships with supporters
- Increase research capacity to continue future learning

# 2. Work with others to make positive changes

## What it means:

We want to make strong links with the organisations who are already working with the people that we want to reach. This will help us to form powerful partnerships which improve people's mental health. When coming up with ways to solve problems, we'll work alongside people who need help, giving them the time and skills to help us create new services which will be easier to access and more effective in their delivery.

## What we will do:

- Maintain and develop existing partnerships
- Create new relationships with the Lancashire voluntary sector
- Give local people the opportunity to work alongside us, make decisions and shape services
- Increase corporate involvement and partnership in our work
- Develop mutually beneficial partnerships with the public sector
- Work with the education sector to develop our services

# 3.

## Make it easy to talk about mental health and wellbeing

### What it means:

We want to help people understand more about mental health and wellbeing. To do this, we will seek to understand the barriers that different communities face in talking about mental health and find ways to overcome these. We'll teach people ways to help themselves and others around them, with a focus on working with young people who might be learning about mental health for the first time. We will encourage others to listen to people's stories to improve their understanding of mental health, ensuring that people can have open conversations about poor mental health, without feeling any shame.

### What we will do:

- Encourage conversation and challenge stigma through our service delivery and targeted projects
- Partner with employers, education settings, families and communities to create environments where mental health is prioritised and openly discussed
- Further develop Lancashire Mind's self-help resources
- Use storytelling based on local people's lived experience
- Encourage open and positive conversation around mental health in the media
- Deliver training to increase understanding and give people the confidence to talk about mental health

# 4.

## Get people the help they need

### What it means:

We want to work out where the gaps are in the mental health services people can currently access. When we identify a gap, we'll work alongside people who need help to create the solutions together, acting flexibly to support them when, where and how they need. We will also acknowledge that we might not have the best answer for everyone, so we will signpost to alternative support services, and help people to access it. Our ultimate aim is to help people get the support that will help them live a full and meaningful life.

### What we will do:

- Sustain and grow coaching and support for children, young people and adults affected by mental health
- Sustain and grow tenancy services for people with long term mental health conditions
- Explore non-clinical, pre-clinical & clinical interventions for children, young people and adults
- Ensure we can develop targeted interventions for groups that might otherwise face barriers
- Ensure that people reaching out to us can access relevant support, first time and every time
- Build on our learning and successes year on year to develop new and improved services

# 5. Keep getting better

## What it means:

We want to be the best organisation we can be, for the people who need us. To do this, we'll learn from the people who already get help from us, our volunteers and our staff to understand how we can become the go-to organisation for mental health support in Lancashire. We will keep looking at what other organisations are doing to make sure we learn from the best practice we find. When we are successful, we will celebrate and make sure we recognise everyone who has contributed to our achievements.

## What we will do:

- Create a culture where all staff and volunteers share the same purpose and values
- Invest in the development of our staff and volunteers so they can become the very best
- Build a set of ambassadors who are empowered to tell us what works and what could be better
- Learn from our peers across the Mind Federation
- Communicate what we do with simple, relevant information
- Generate new business, especially from a portfolio of high quality sold services
- Be a great place to work and volunteer – an employer of choice that looks after its people's wellbeing



# Our values



Throughout our work  
we want to show that  
we value being:

**Real**

**Bold**

**Caring**

**Open**

# Real

## What it means:

- We will ensure that the services we provide are based on the needs of real people and their lived experiences
- To do that we will make sure we listen to people
- Explain simply what we are going to do and then make sure do it
- We will ensure our work is relevant to Lancashire and the specific challenges and opportunities within the county

## What it doesn't mean:

- That we have the only answers to problems
- That we never change our minds about things
- That we never change the services we deliver
- That we don't look for different voices and experience outside of the ones we already know about

# Bold

## What it means:

- We are driven by a passion that means we are not afraid to demand better for the people who need our help
- We are proud of the work we do; we want it to be visible across Lancashire
- We believe mental health conditions shouldn't be a barrier to someone achieving what they want from life
- We will talk about mental health without shame and be unafraid to talk about some of the causes of poor mental health

## What it doesn't mean:

- That we will look to blame other people or organisations for the challenges within mental health support
- That we think we are better or more important than other organisations
- That we won't listen to people who have a different view from us

# Caring

## What it means:

- We will treat people with compassion and respect, and without judgement, recognising that it can be difficult to access support around mental health
- We will give people the skills and power to help themselves wherever possible
- We will acknowledge that on occasions, people may need us to advocate on their behalf
- We recognise that people should be allowed to choose what works for them
- We will respect people's confidentiality
- We will create safe spaces in which people can be listened to

# Open

## What it means:

- We welcome people from all backgrounds and do our best to make services accessible to different kinds of people
- We will be clear about what we can and can't do
- We will always listen to people's views on how they can be supported
- We will keep open minds and open hearts
- We will be curious and recognise there is always more to learn
- We know that what we learn means that we will sometimes need to change what we offer

## What it doesn't mean:

- That we try to 'rescue' or 'save' people
- That we assume we know what people need
- That we will share personal information without consulting with them first

## What it doesn't mean:

- That we are always the most appropriate service for everyone
- That we let people act in a way contrary to our other values
- That we are willing to change our core beliefs because someone disagrees with them



## Cross-cutting themes

There are also four crucial themes that will run through all of the work that we will do under each aim, these are summarised in the table below:

	<b>Aim One: Listen, Learn and Influence</b>	<b>Aim Two: Work with others to make positive changes</b>	<b>Aim Three: Make it easy to talk about mental health and wellbeing</b>	<b>Aim Four: Get people the help they need</b>	<b>Aim Five: Keep getting better</b>
<b>Impact of COVID-19 (on certain groups in particular)</b>	Understanding how things have changed for people and what is needed now	Work with public & third sector partners on joined-up response to COVID-19 mental health crisis	Create ways for people to talk about mental health for the first time	Understand what services (and how they are delivered) will help	Recognise and respond to the anxieties of our own staff and volunteers
<b>Voice of lived experience in designing services</b>	Make sure that engagement work is the start of a larger process of involvement	Keep working with the NHS and other partners to embed co-design across all services	Share stories of lived experience and recovery to create a positive narrative around mental health	Ensure consistent implementation of the Mind co-design toolkit	Ensure lived experience also guides the charity's operations (buildings, systems, policies etc)
<b>Equality, Diversity and Inclusion</b>	Be confident our engagement work reaches all populations in Lancashire	Identify organisations that are already working with groups we want to be more accessible to	Get better at understanding barriers for different groups in talking about mental health, and removing those barriers	Get better at understanding barriers for different groups in accessing services	Ensure Lancashire Mind is a good work environment for a diverse range of staff and volunteers
<b>Digital and Infrastructure</b>	Get better at reaching people across the whole county, but realising digital is only part of the solution to this	Get better at planning in partnership and consider things like joint buildings, information systems etc	Continue to build our already great social media reach	Moving on from COVID-19 ensuring that digital is an option for people who would find it hard to access physical service	Take a longer-term view when planning operations (buildings, IT, phones contract etc)

We want to work with Lancashire, for Lancashire. We believe in a future where everyone in Lancashire has the opportunity to have the best mental health and wellbeing possible. We will connect minds to understand people's experience of mental health in Lancashire. We will change minds by challenging stigma and increasing knowledge around mental health. We will support minds by offering services that meet the needs of local people and communities.

A woman with dark hair, wearing a grey hoodie, is smiling warmly as she holds a baby. The baby, wearing a white t-shirt with a cow print and the word 'MOO', is looking intently at a tablet held by the woman. In the background, a laptop is open on a desk, displaying a website. The scene is set in a bright, modern environment. The image is framed by a blue, textured border that resembles a hand-drawn line.

# Strategic Framework

<p><b>Our Vision and Purpose</b></p>	<p><b>A Lancashire where everyone can have the best mental health and wellbeing possible</b>          We want to work with Lancashire, for Lancashire. We believe in a future where everyone in Lancashire has the opportunity to have the best mental health and wellbeing possible</p>				
<p><b>Our Mission</b></p>	<p>We will  <b>Connect Minds</b>          to understand people's experience of mental health in Lancashire</p>	<p>We will  <b>Support Minds</b>          by offering services that meet the needs of local people and communities</p>	<p>We will  <b>Change Minds</b>          by challenging stigma and increasing knowledge around mental health</p>		
<p><b>Our Aims</b></p>	<p><b>1. We listen, learn and influence</b></p>				
	<p><b>2. We work with others to make positive changes</b></p>				
	<p><b>3. We make it easy to talk about mental health and wellbeing</b></p>				
	<p><b>4. We get people the help they need</b></p>				
	<p><b>5. We keep getting better</b></p>				
<p><b>Our Values</b></p>	<p><b>Real</b>          Grounded in lived experience and making a real difference</p>	<p><b>Bold</b>          Up for challenging the rest of the county to do better</p>	<p><b>Caring</b>          Helping because we believe in being there for all people and communities in Lancashire</p>	<p><b>Open</b>          Working inclusively to tackle issues and open to new ideas</p>	

## Thank you Lancashire!

We'd like to extend our thanks to the people of Lancashire who helped to shape our strategy by talking to us about their own mental health, their experience of helping others and how mental health is viewed within their community.

From staff, volunteers and people who use and fund our services, to school children, local community groups, partner organisations and Lancashire based businesses, we valued everyone's input in helping to set our vision, values and aims.

We want to build on these conversations and put people at the heart of what we do through our new strategy.



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**For me it's about each individual and their understanding of their mental health and how they feel. And what might work for somebody, might not work for somebody else.**



**It needs to be done in a way that's very much coming from bottom-up, rather than top-down... from the grassroots level to make sure it's set up in a way that, if it's for the community, the community have a say.**



**It is important for Lancashire Mind to have services that are tangible to see...that are robust and sustainable... but flexible enough to respond to changes in people's lives.**

