

# Strategic Aims 2016-2020

## Our Vision

Create solutions for better mental health

## Our Mission

Provide accessible mental health support

Great Yarmouth and Waveney Mind listens to, engages with people and provides

- Easy access to services
- Choice of Solutions
- Flexible creative support
- Experts with experience
- Caring professionals
- Collaborative working

# 1. Quality

<p>We will sustain the quality and effectiveness of our services and continue to make them even better by being both pro-active and responsive</p>	
	<p>1.1 We will evaluate our services with a strong focus on outcomes</p>
	<p>1.2 We will use research, evaluation findings and models of good practice to inform the future development of our services across Great Yarmouth and Waveney</p>
	<p>1.3 We will evidence that our services provide value for money and how they can prevent costs elsewhere in the health and social care system</p>
	<p>1.4 We will retain our Quality Mark in Mind accreditation , and work towards extending other external quality marks where appropriate</p>
	<p>1.5 We will be clear about the aims and standards for our services and strengthen internal quality processes to maintain standards</p>
	<p>1.6 We will continue to apply service user experience as a key measure of quality and a tool for service improvement</p>
	<p>1.7 We will ensure that our financial reporting is compliant with our governance requirements and provides the organisation with the necessary information to ensure the long term sustainability of Great Yarmouth and Waveney Mind</p>

## 2. Development

<p>We will develop new services and projects in line with our mission and aims</p>	
	<p>2.1 We will build on our current services and reputation working with appropriate partner organisations to develop further services for the benefit of current and future service users in Great Yarmouth and Waveney</p> <p>2.2 We will continue to develop Young People in Mind and explore further opportunities to support young people's wellbeing</p> <p>2.3 We will seek opportunities for developing and delivering support for mental health</p> <p>2.4 We will build on our portfolio of training and consultancy services</p> <p>2.5 We will identify areas of unmet needs for our client groups and seek to address these through partnership working, grant funding or accessing other resources</p> <p>2.6 We will expand and develop the involvement of service users in the co-production of services</p> <p>2.7 We will respond creatively to opportunities to deliver new services that fit with our mission and aims,</p> <p>2.8 We will ensure that any opportunity is fully costed so that the organisation is not financially exposed</p>

### 3 Working in Partnership

<p>We will collaborate with service users, carers and other organisations to maximise our impact and influence strategy</p>	
	<p>3.1 We will engage proactively with service users regarding the design, delivery, review and development of our services</p>
	<p>3.2 We will work closely with statutory partners to establish our services as integral parts of the mental health care pathways</p>
	<p>3.3 We will be a significant voice at local forums, representing the needs of people with mental health problems</p>
	<p>3.4 We will work in partnership with education, businesses and third sector providers to raise awareness and understanding of mental health problems</p>
	<p>3.5 We will build on our strong local partnerships across Great Yarmouth and Waveney and develop new ones with organisations whose work complements ours</p>
	<p>3.6 We will, where appropriate, work with the local community to develop services</p>
	<p>3.7 We will seek further opportunities to work in partnership with National Mind and other local Mind Associations</p>

## 4 Staff and Volunteers

<p>We will ensure Great Yarmouth and Waveney Mind is consistently a great place to work and volunteer</p>	
	<p>4.1 We will ensure that all staff and volunteers receive effective line management that meets their needs and those of the organisation</p>
	<p>4.2 We will ensure there is always a clear link between the roles people undertake and the impact on service users and carers</p>
	<p>4.3 We will develop ways in which we recognise the contribution of staff, volunteers and carers by celebrating their successes</p>
	<p>4.4 We will provide development opportunities that help people to excel in their roles</p>
	<p>4.5 We will support new staff and volunteers to make best use of the induction framework to enable them to make an early contribution to the work of Great Yarmouth and Waveney Mind</p>
	<p>4.6 We will ensure staff are consulted in monitoring and development of services</p>

## 5 Funding and Supporting Service Delivery

<p>We will seek to maintain our current activities and contracts, whilst also diversifying our service offering and funding sources</p>	
	<p>5.1 We will consistently achieve our contractual and grant requirements</p>
	<p>5.2 We will sustain and continue to develop strong relationships with commissioners, funders and decision makers</p>
	<p>5.3 We will make best use of our resources to develop our existing local fundraising opportunities</p>
	<p>5.4 We will tender for existing contracts and new opportunities that link to our purpose, values and aims</p>
	<p>5.5 We will monitor and respond to opportunities to bid for grant and trust funding to supplement and enhance our service provision</p>
	<p>5.6 We will continue periodic reviews of our expenditure to ensure best value procurement of high value items and services</p>
	<p>5.7 We will promote the organisation and our services effectively and with a focus on our social return on investment.</p>

## 6. How we will deliver our strategic aims

Great Yarmouth and Waveney Mind will ensure that there is effective delivery through the following process:

6.1 Each aim will have a number of defined objectives

6.2 Each objective will be translated into an operational workstream for each department and a plan for delivery using the SMART model

6.3 A quarterly report will be presented to the Trustee Board reporting on performance

6.4 It is the expectation that current performance will be discussed at team meetings

## 7. How will we know we have delivered our aims?

Great Yarmouth and Waveney MIND needs to be able to measure the success of its strategy

7.1 The success of the strategy will be measured through a combination of performance reporting and evaluation

7.2 Case studies will also form part of the 'soft' evaluation to demonstrate success