



Building on our strengths:
for better mental health
Strategy 2019-2021

Introduction

We are the local Mind serving Cambridgeshire, Peterborough and South Lincolnshire (CPSL). We are passionate about mental health and believe that everyone facing a mental health problem should receive the support they need, when they need it and be treated with respect - always.

CPSL Mind has been responding to the mental health needs of local people for more than a century. Our longevity comes from the fact that we have learnt from experience, moved with the times, developed our expertise and dared to innovate. More importantly, throughout that journey we have learnt that the most important thing in everything we do is to really listen: to those we support, to all who are part of the life of CPSL Mind, to our partners and our wider community.

This is the start of a new journey and has people living with mental health problems, together with their friends and family, at its very heart.





This strategy is about building on our strengths

Over the past few years we have demonstrated our ability to collaborate with others by providing person-centred support, creative campaigns and co-produced community projects. As part of the national network of local Mind charities, we are also fortunate to be able to contribute to and benefit from research, ideas and insights from across the country. Building on our strengths and empowering those we connect with to build on theirs is key to this strategy.

We want to reach out to our whole community

As a local Mind we are privileged to work directly with our local communities. But we also recognise the need to do more to respond to the diversity within those communities, be that in relation to breaking down barriers associated with poverty, geographical accessibility or ensuring our organisation is truly inclusive, whatever a person's age, gender identity, sexual orientation, race, religion, beliefs or disability. We know that there is no one solution to meet everyone's needs.

The time is right

At long last the spotlight is on mental health both locally and nationally. We have a unique opportunity to be part of a fundamental shift in the way in which mental health is understood and discussed in our wider community and how mental health support is delivered to those who need it. The potential for change is exciting, but we must not underestimate the challenges ahead. With one in four people facing mental health issues in any one year, we know there is huge demand across our communities.

This strategy is an important document as it will help to guide our decision-making as an organisation over the next three years. We continue to work in an uncertain environment, particularly in terms of funding. With our newly developed vision, mission and strategic goals, we are setting out our ambition to change the way mental health is viewed and to put communities and individuals at the heart of creating positive mental health for all.

Our vision

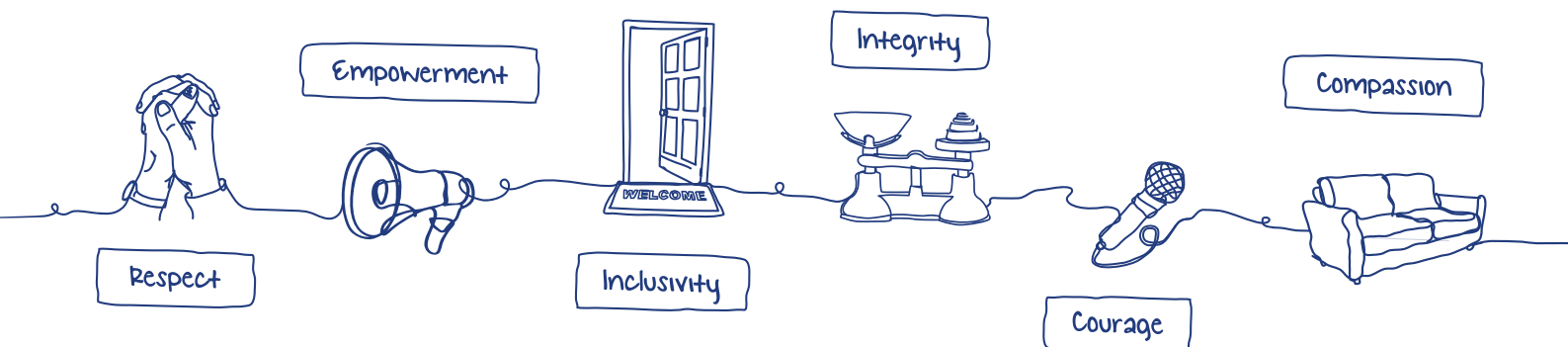
Our vision is a society in which everyone has positive mental health and feels part of a connected community.

Our mission is to:

- > Support those with poor mental health to live well, whatever that means for them.
- > Enable people to maintain positive mental health, especially those who are going through tough times.
- > Inspire connections and eliminate stigma within our communities for the benefit of everyone's mental health.

Our values

Our values are central to everything we do. They define us as an organisation.



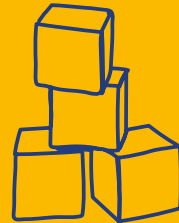


Our Goals

To increase the choice and accessibility of community-based support for people with mental health problems across Cambridgeshire, Peterborough and South Lincolnshire.



Support recovery from mental health problems by empowering people to recognise their own strengths and realise their potential.



Increase opportunities for self-help and peer support.



Support the growth of community-led activities that connect residents, increase wellbeing and celebrate existing skills, talents and resources.



Challenge the attitudes and behaviours that prevent open conversations around mental health problems and suicide.



Increase mental health-related skills within our communities.

“My confidence has risen by 1000%, I’m in a really good place now with a good sense of wellbeing.”



We're proud of what we've achieved so far...

CPSL Mind has a rich history, having supported local people in their recovery from mental health issues since 1908. Our achievements over the last three years alone:

We have developed:

- > A ground-breaking Suicide Prevention Campaign, reaching in excess of 55,000 people.
- > Innovative projects that connect local residents and empower them to use their own skills, talents and resources for the benefit of individual and community resilience.
- > A nationally-recognised Community Perinatal Programme, now available across the Mind network.
- > Networks of mental health champions across our local Emergency Services.



We have supported:

874

individuals via peer support groups and workshop activities

1,815

people with one to one interventions

2,904

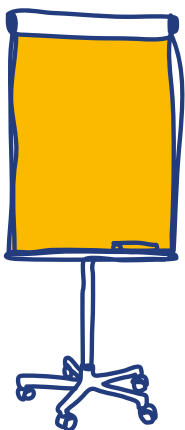
individuals in crisis at our award-winning Sanctuaries

60,581

hours of one to one support delivered

We have trained:

More than 2,870 people in mental health-related skills, including:



More than **454** people in suicide awareness and prevention skills including front line emergency service practitioners, GPs and primary care staff

943 Mental Health First Aiders

195 young people in mental health awareness

545 business managers in workplace wellbeing



733 paramedics in responding to patients in mental distress

But we want to do much, much more...

Mental health awareness has come a long way over the past few years and, thanks to campaigns local and national, the need for accessible, evidence-based support for individuals in distress is being talked about more than ever. But fundamental challenges remain, against a background of reduced funding and resources across the sector:



1 in 4 people will experience a mental health problem in any one year



It is estimated that only 25% of people with mental health problems receive help each year

It is estimated that between 8-12% of the population experiences depression in any one year

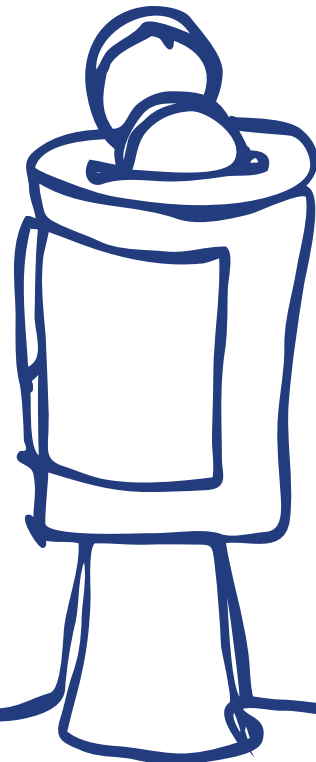


200

In Cambridgeshire and Peterborough, 200 people died by suicide between 2015 and 2017

Funding our work

Finding new ways to resource our work will be vital. The increasing competition for limited statutory and trust/grant funding means we need to be innovative in our approach to fundraising our work.



Community fundraising - by individuals, organisations and community groups who share our passion for supporting positive mental health and connecting communities - is more important to us than ever.

We believe that truly collaborative approaches, bringing like-minded organisations and individuals together to develop and deliver co-produced services, will be key to sustainability going forward.

Whilst we anticipate that our strong working relationships with statutory partners will continue, the next three years will also see us diversify our funding streams further, increase our community fundraising activities and develop our Training & Consultancy Service as a separate, income-generating Community Interest Company. We will develop a new three-year funding strategy to deliver this commitment.



Developing our strategy

CPSL Mind's core value of 'inclusivity' underpins this strategy which has been co-produced with individuals with lived experience, staff, volunteers and trustees alongside a wide range of our other stakeholders.

To facilitate this process, we used a pioneering service design approach, developed by Mind, which facilitates effective and meaningful consultations focused on identifying needs, creating innovative solutions and testing new ideas.

Thank you

Thank you to everyone who got involved in developing this strategy, be it in giving your views and ideas or helping us to gather insights into the experiences and opinions of others. This strategy directly reflects the themes and priorities that emerged from this consultation process and we couldn't have done it without you.

“CPSL Mind is a fantastic service. They have helped me to acknowledge and understand my problems.”

Guided by this approach, we have directly involved 53 people in developing this strategy, as follows:

- 4 workshops with individuals with lived experience.
- 16 in-depth interviews with a diverse range of individuals from across our communities.
- 12 one-to-one interviews with partner organisations and other stakeholders.
- 3 workshops with Trustees, CPSL Mind staff and volunteers.



What you told us

Key themes

Our strategic goals for the next three years have been informed by our consultation. This identified six key themes/areas in which stakeholders felt that CPSL Mind had an important part to play over the next three years. They are:



Community

People said they wanted:

- > More informal groups that focus on shared interests. These could be built around creative, physical or social activities.
- > To build a range of connections within their communities and feel more socially engaged within them.
- > To feel loving and be loved.

Identity and self-worth

People said they wanted:

- > To have their strengths recognised and to be seen as more than just a diagnosis.
- > The opportunity to learn new things and develop their skills.

Barriers

People said they wanted:

- > Services to be more easily available outside Mon-Fri, 9am-5pm.
- > Groups and support available across the region.
- > Better use of technology so you can access support remotely.
- > More support from people who also have experience of mental health issues.
- > Increased campaigning by CPSL Mind to tackle stigma.
- > CPSL Mind to recognise that one size doesn't fit all. Some people for example, wanted support beyond the six week limit.



“Giving my opinion was really cool, I’ve never opened up like that before.”

Relationships

People said they wanted:

- > Informal groups to build friendships and connections.
- > Support from others with similar experiences.

Sense of purpose

People said they wanted:

- > Meaningful volunteering and employment opportunities.
- > To learn new things.
- > Support to get into employment and training.

Big life events

People said they wanted:

- > Specific online resources.
- > Groups for new parents.
- > Help/support/information on how to support a loved one through a mental health crisis.
- > Immediate access to relevant services and information.





Our goals in
detail and
what success
looks like



Goal 1

Increase the choice and accessibility of community-based support for people with mental health problems across Cambridgeshire, Peterborough and South Lincolnshire

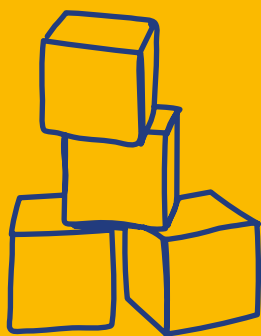
We will:

- > Work with people with lived experience of mental health problems and with other organisations to design innovative new projects and services to fill gaps in mental health support for adults (18-plus).
- > Work collaboratively with others across the mental health system to improve recovery pathways.
- > Secure funding to expand our community-based Perinatal service equitably across CPSL and include more support for Dads.
- > Work with members of marginalised groups to develop services relevant to them.
- > Explore new ways of working that make it easier for people to get the support they want, when they want it.

Success is:

- > Those using our services agree they receive the support they need; when, where and how they need it.
- > Co-production and person-centred service design is embedded in everything we do.
- > Our projects and services reach a more diverse population, with particular emphasis on those with Protected Characteristics as identified in the Equality Act.





Goal 2

Support recovery from mental health problems by empowering people to recognise their own strengths and realise their potential

We will:

- > Ensure that everyone we connect with is recognised and valued for their individual strengths and skills.
- > Involve people with lived experience of mental health problems at every level of our organisation.
- > Develop new opportunities for people with lived experience of mental health problems, and their friends and families, to get involved in all aspects of CPSL Mind's work.
- > Work with partner organisations to develop volunteering and employment opportunities to support recovery.

Success is:

- > Staff and volunteers have a clear understanding of strengths-based approaches and how to apply them in their work.
- > Those who access our services feel recognised, first and foremost, for their personal strengths and skills.
- > People with whom we work feel valued and empowered.
- > Increasing numbers of people move on from accessing our services to use their skills and talents to connect and/or support others.





“The atmosphere at CPSL Mind is brilliant and everyone makes you feel welcome and respected. This in turn makes me feel very positive and empowered. I feel like I am making beneficial changes in others and myself.”



Goal 3

Increase opportunities for self-help and peer support

We will:

- > Provide access to a range of evidence-based resources and support that empower self-help.
- > Expand training and opportunities for staff and volunteers with lived experience of mental health problems, to help them provide peer support.
- > Create an environment where people are empowered to support one another, including the families and friends of those who are experiencing mental health problems.
- > Provide resources and guidance so that people can support others within their communities who are going through tough times.

Success is:

- > The majority of people we support feeling empowered to help themselves.
- > CPSL Mind being recognised as a community-wide source of self-help information for those going through tough times.
- > CPSL Mind has worked with those with lived experience to identify/ fill gaps in available self-help resources.
- > CPSL Mind has increased investment in peer support training/ initiatives and skills sharing.





Goal 4

Support the growth of community-led activities that connect residents, increase wellbeing and celebrate existing skills, talents and resources

We will:

- > Share our experience and expertise in encouraging resident-led activities in neighbourhoods across our area to reduce loneliness and build resilience, using what's known as an Asset Based Community Development (ABCD) approach.
- > Work with partners to ensure that people across our area can benefit as fully as possible from this ABCD approach.
- > Use the Five Ways to Wellbeing (Connect, Keep Active, Take Notice, Learn New Things and Give) as a foundation for empowering resident-led activities in the community.

Success is:

- > CPSL Mind and community partners working together to develop asset-based projects that empower more resident-led activities and connect communities.
- > Robust evidence to support increased investment in this area.
- > An active and enthusiastic network of formal and informal ABCD practitioners working together, sharing good practice and expanding the reach of asset-based approaches within our communities.





“The training gave me the skills to spot the signs of suicide and actively listen to somebody in crisis. My attitude before was to try and solve somebody’s problems for them but the answers are not in me – they’re inside them.”



Goal 5

Challenge the attitudes and behaviours that prevent open conversations around mental health problems and suicide

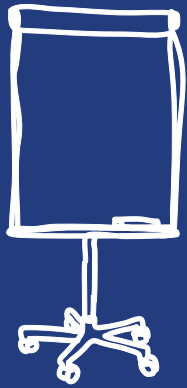
We will:

- > Work collaboratively with individuals with lived experience to deliver effective campaigns that are informed, courageous and responsible.
- > Promote pro-active approaches to improving wellbeing across our communities.
- > Support the co-ordinated, system-wide local response to the Zero Suicide ambition.
- > Work with the local media to encourage safe and positive approaches to reporting on mental distress and suicide.
- > Explore ways to expand the STOP Suicide campaign across our area and beyond.

Success is:

- > Delivery of a range of campaigns that have a positive and measurable impact on attitudes and behaviour across our communities.
- > Involvement of individuals with lived experience in all aspects of our campaign activity – from design to delivery.
- > Creation of a consistent, effective organisational approach to the Zero Suicide ambition that we can share with others.
- > Positive, respectful relationships with local media outlets.
- > Growth of the STOP Suicide campaign.





Goal 6

Increase mental health-related skills within our communities

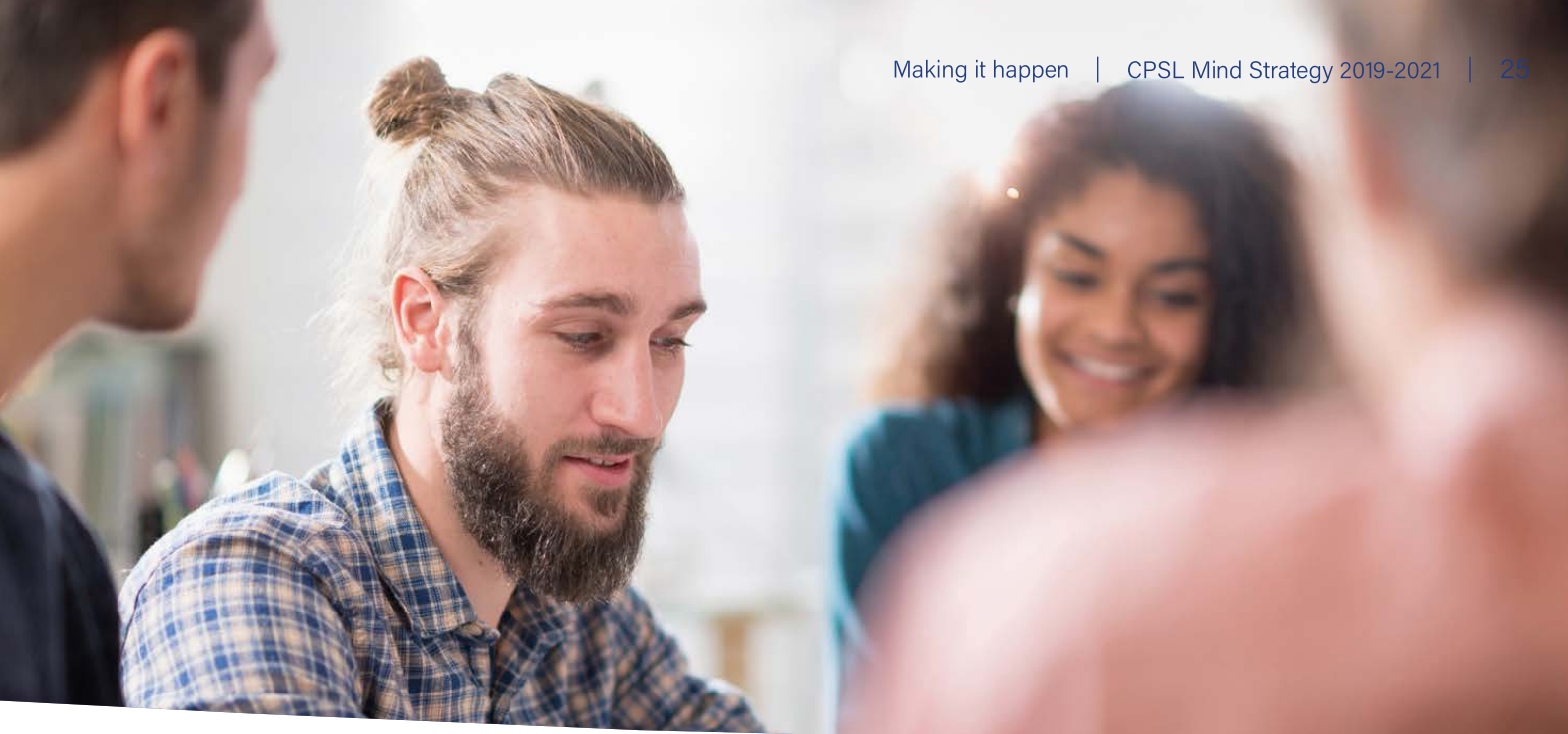
We will:

- > Find ways to offer low cost mental health training to other voluntary sector/community organisations, with an emphasis on responding to distress, self-harm and the needs of individuals experiencing Personality Disorder-related symptoms.
- > Build basic suicide prevention skills and mental health awareness across the general public as part of our campaigns activity.
- > Develop our training and consultancy services for employers to increase wellbeing in the workplace.

Success is:

- > Being able to offer effective, accessible and affordable training to more voluntary sector organisations across our area.
- > Increasing awareness of suicide warning signs and how to have supportive conversations around mental health.
- > A flourishing training and consultancy service that meets employers' needs and enhances workplace wellbeing for employees.





Making it happen

CPSL Mind is very fortunate to have a strong, committed and highly skilled Board of Trustees who are responsible for overseeing the strategic direction and responsible governance of our organisation. Day to day operational decisions are the responsibility of the senior leadership team (SLT). The Board and SLT will work together to deliver this strategy via the business planning cycle. We will provide updates on progress in our annual impact report.

Our staff and volunteers are at the forefront of everything we do and, as such, are our biggest asset. We will continue to support and develop them and ensure that CPSL Mind is a great place to work and will be working on the development of a new HR strategy in the next year.

And, of course, we are nothing without those who access our services, all of whom bring their own strengths, skills, experiences and insights. Our commitment to strengths-based approaches, co-production and peer to peer support places individuals with lived experience at the very heart of making this strategy happen.

“Co-producing this three year strategy has been such a rewarding and important project. I’m so excited and proud to have worked alongside everyone who has contributed to our strategy. All coming together, for better mental health.”

Aly Anderson
CPSL Mind CEO

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