



Cambridgeshire,  
Peterborough and  
South Lincolnshire



# Connecting across our communities: for better mental health

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**Strategy**  
**2022-2025**

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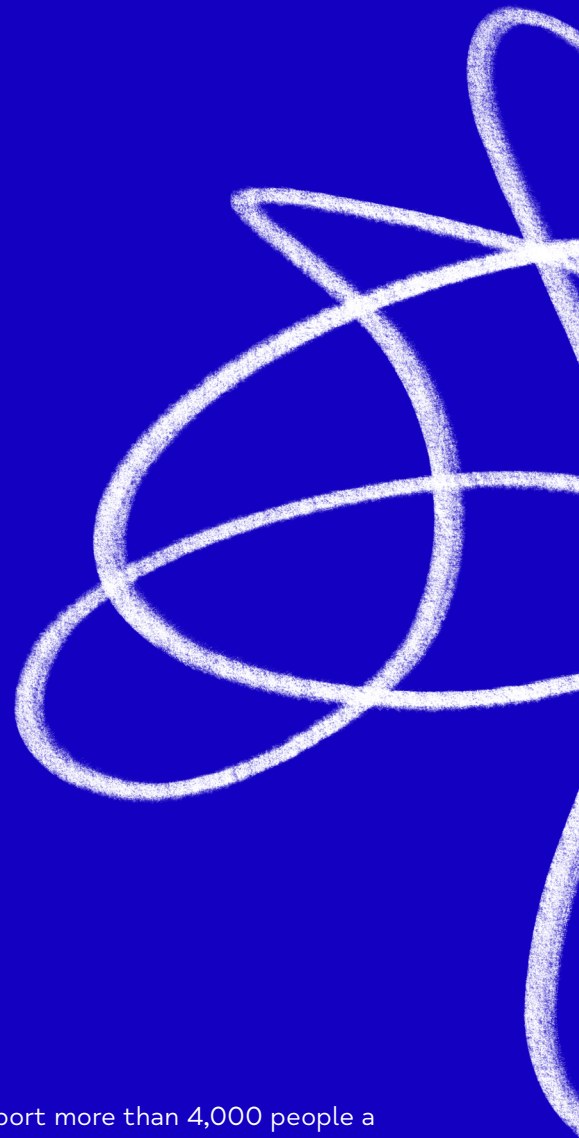
## About CPSL Mind

We are Cambridgeshire, Peterborough and South Lincolnshire (CPSL) Mind, a values-based mental health charity. We are an independent charity, affiliated to (but not funded by) national Mind.

We are a highly collaborative organisation, providing a range of strengths-based services and projects that support recovery from mental health problems and promote positive mental health across our diverse communities.

We directly support more than 4,000 people a year on their recovery journeys – and connect with thousands more via our campaigns and training activities.

We value the individual skills, talent and lived experience that everyone brings to CPSL Mind – and co-production plays a key part in everything we do.



# Foreword

## Embracing diversity, working collaboratively and influencing change



**Alan Tait**

CPSL Mind’s “Connecting across our communities” strategy sets out our ambitions for the next three years, with a view to taking the themes and priorities identified in our previous co-produced strategy “Building on our Strengths” to the ‘next level’.

Over the following pages, we set out an organisational path that seeks to maximise both our organisational strengths and the individual strengths of all those who access our services and work or volunteer for us; while also pro-actively increasing our reach across the diverse communities that we serve.

This strategy responds to the health inequalities that have been amplified by the Covid-19 pandemic. While we are very proud to offer a number of ‘open access’ services, and will continue to do so, it feels vital that we now focus our attention on those within our population whose needs are consistently not being met. Hence, our organisational value of inclusivity is at the heart of this strategy; we are committed to becoming more representative of the communities we serve – both in terms of those we support and our staff/volunteer teams.

Our strategic priorities also recognise the changes currently taking place across our local health and social care system. As a leading local mental

health charity, we have a part to play in terms of championing genuinely co-produced, community-based projects and services, providing holistic support.

It is with these priorities in mind we have identified three Strategic Development areas of ‘Inclusion’, ‘Innovation’ and ‘Influence’, all of which are underpinned by our organisational values as well as the universal imperative to respond to the Climate Emergency by minimising our impact on the natural environment.

We know that to do this well, we cannot do it alone. Responding effectively to these priorities will require genuine collaboration both within CPSL Mind and across the diverse communities of Cambridgeshire Peterborough and South Lincolnshire.

On behalf of our Board of Trustees I would like to thank everyone – be they staff, volunteers, funders, partner organisations or local residents – who have been part of our journey so far and, in anticipation, warmly welcome those who will be in the future.

**Alan Tait**

Chair of Board of Trustees, CPSL Mind

# Building on our strengths

This strategy marks the next step in our journey and represents a development of our co-produced “Building on our Strengths” strategy 2019-2021, which set out a clear direction for CPSL Mind focused on ‘asset-based’ approaches. Since 2019, we have made considerable progress against our mission and goals, some of the most notable being as follows:

- Expanding the choice and accessibility of community-based wellbeing support, with the launch of our multi-faceted, strengths-based Good Life Service across Cambridgeshire and Peterborough.
- Responding to ‘gaps’ in provision through development of our Discharge Buddy service to support individuals following discharge from hospital/crisis support and expansion of our Community Perinatal Service. This includes securing significant funding for the co-design of a specialist perinatal service for our Muslim communities.
- Embedding co-production across our services, an achievement recognised by a national Mind Excellence Award 2020.
- Expanding our strengths-based, peer support opportunities, with a range of new groups/activities and the launch of our Good Life Service Peer Mentor Volunteer programme.
- Expanding our highly regarded Sanctuary crisis support service to include a daytime offer alongside the out-of-hours service.

- Delivering ground-breaking suicide-prevention campaigns and training activities via our STOP Suicide campaign.
- Working collaboratively with partners across our communities to respond to the mental health and wellbeing needs of local people as a result of the Covid-19 pandemic.
- Upskilling thousands of people, across our communities, in mental health-related skills.
- Investing in research and development resources with a view to supporting and enhancing the community-based mental health and wellbeing provision available to the people of South Lincolnshire.

This new strategy takes our strengths-based approach to the next level, while responding to emerging priorities on both a local and national level.

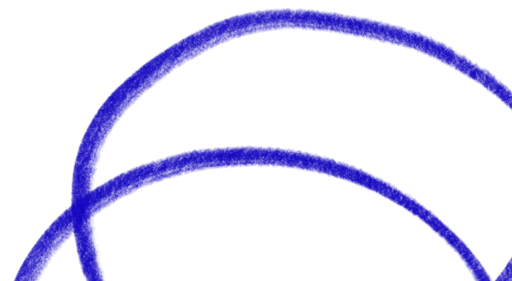
These are uncertain times and, looking ahead, there are some significant challenges and ‘unknowns’. In particular:

- the ongoing impacts of Covid-19 on mental health and wellbeing.
- the development of the new Integrated Care Systems (ICS).
- the imperative of addressing the stark health inequalities that exist within our diverse population.
- attracting and developing the staff and volunteers we need in order to meet the anticipated increase in demand.
- responding to the Climate Emergency.

## Looking forward

What we do know is that true collaboration, combined with genuine co-production of services, is key to maximising resources for the benefit of those we serve, and we will be responding to these challenges by:

- working closely with both statutory and community partners; recognising complementary skills and strengths – building on the existing networks/collaborations and, where appropriate, supporting new ones.
- really listening to those we support – and engaging those whose needs we don’t yet meet.
- continuing to invest and innovate in areas where we can add value and make an impact.
- ensuring all services/projects are trauma-informed.
- investing in the skills, development and capacity required for our Senior Leadership Team to contribute pro-actively in the development of the new Integrated Care System (ICS) and other key ‘system-wide’ developments.
- championing investment in evidence-based interventions that help prevent mental health problems by addressing the social determinants that impact on mental health.
- holding ourselves and others to account on co-production commitments.



# Our vision, mission | 2022-25

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

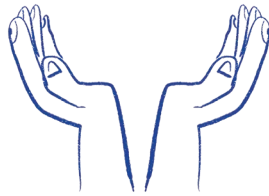
**Our Mission** is to:

- **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 diverse communities for the benefit of everyone's mental health.

## Our goals



**Goal 1:** Increase the reach and accessibility of community-based mental health support across the diverse populations of Cambridgeshire, Peterborough and South Lincolnshire.



**Goal 2:** Use strength-based, holistic and trauma-informed approaches to support people with mental health problems to connect to others, enhance their wellbeing and facilitate peer to peer support.



**Goal 3:** Challenge the attitudes and behaviours that prevent open conversations around our mental health.



**Goal 4:** Support local employers to create mentally healthy workplaces.

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



Respect



Empowerment



Inclusivity



Integrity



Courage



Compassion

## Developing our people

CPSL Mind is nothing without the skills, commitment and hard work of our incredible staff and volunteer teams. Over the next three years, we will:

- develop and implement a clear strategic 'People Plan' that will support us in the recruitment and retention of staff and volunteers who develop and flourish.
- invest in continued development of our staff and volunteer teams.
- become a more diverse organisation, at all levels from the Board of Trustees to our volunteers ensuring that we are better able to represent and understand our community.



## Caring for our environment



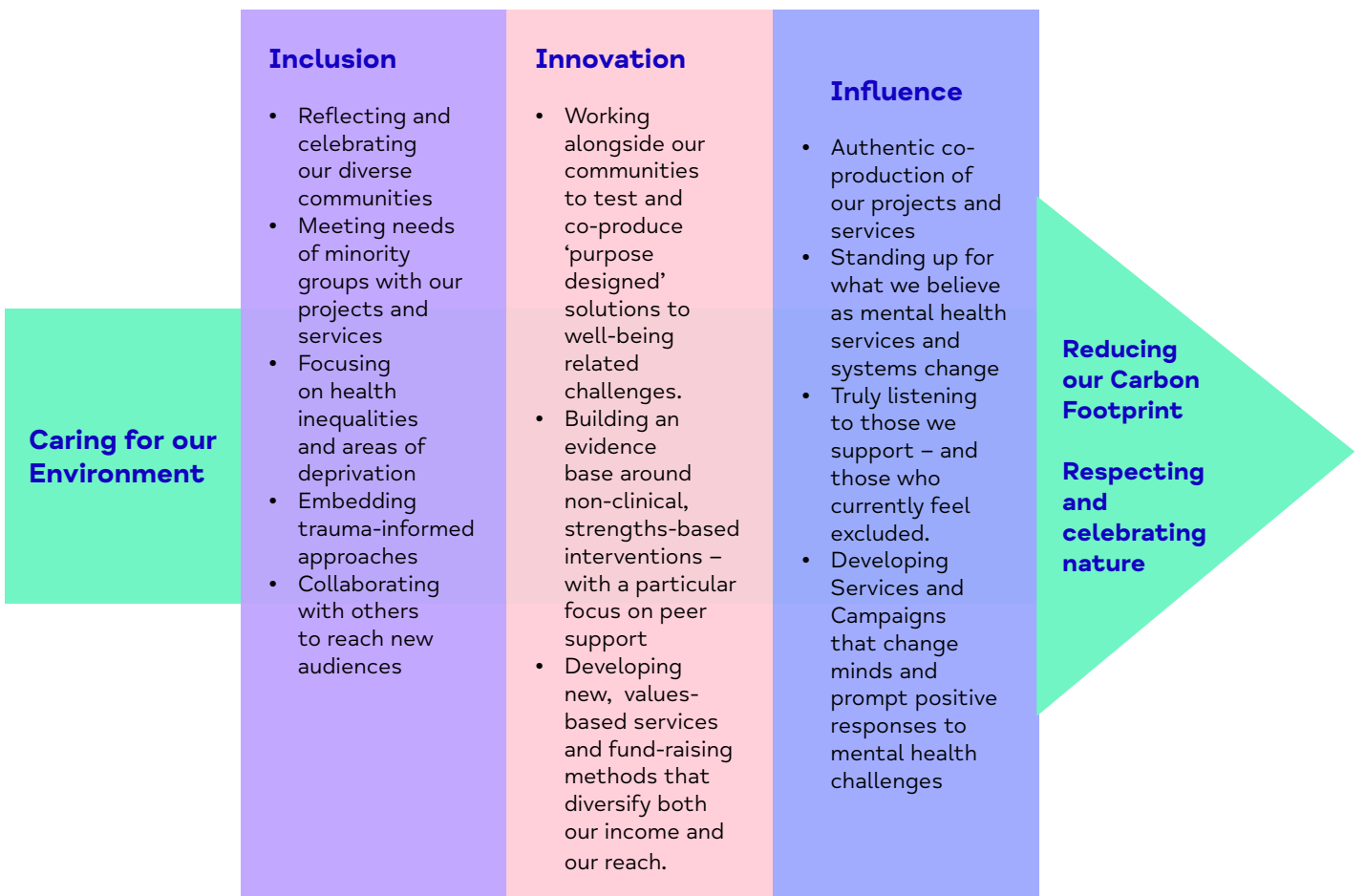
Over the next three years, we will respond to the universal imperative to tackle climate change by:

- investing in an organisational Carbon Footprint audit.
- developing an environmental strategy, including clear targets in relation to reducing our carbon footprint.
- carrying out Environmental Impact Assessments across all services.

We also seek to pilot a nature-based wellbeing service together with support for those experiencing Climate Anxiety.

# Our strategic development priorities 2022-25

We have identified three 'pillars' that will underpin all four of our strategic goals, with our 'Caring for our Environment' commitment running through everything we do:



## Funding our work

To achieve the ambitions set out in this strategy, we need to grow our income.

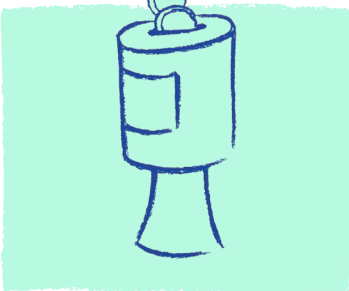


### We intend to do this by:



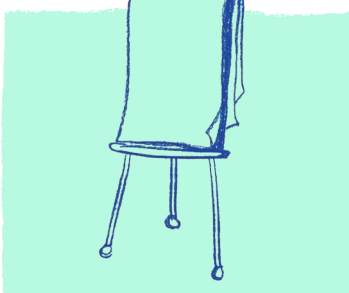
#### **growing funding from statutory sources where appropriate**

We already deliver a range of services on behalf of the NHS and Local Authorities and will continue to work closely with commissioners and other community partners to grow this activity where it is appropriate for us to do so.



#### **pro-actively supporting and enhancing opportunities for community fundraising**

We receive invaluable fundraising support from across our communities – for which we are truly grateful. This vital income increases our ability to respond creatively to unmet need and, in particular, supports our co-production commitments.



#### **maximising opportunities of our commercial workplace wellbeing consultancy and training income**

We have considerable expertise in supporting local employers to create mentally healthy workplaces, for which we intend to maximise the potential of this service over the next three years.

## Mind's national direction

This strategy is unique to CPSL Mind. However, it aligns with the spirit of national Mind's new strategy (published 2021) which focuses on supporting people who are disproportionately affected by mental health issues and, in particular, highlights the three strategic development priorities of:

- becoming an anti-racist organisation.
- fighting for people in poverty.
- supporting young people.

For more information regarding the national Mind strategy, please see:

[www.mind.org.uk/about-us/our-strategy](http://www.mind.org.uk/about-us/our-strategy)





Cambridgeshire,  
Peterborough and  
South Lincolnshire

## Contact us

For general enquiries, please call 0300 303 4363 from Monday to Friday, 9.30am to 5.30pm (excluding Bank Holidays) or email [enquiries@cpslmind.org.uk](mailto:enquiries@cpslmind.org.uk)

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 **CPSLMind**

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We are an independent charity and part of the Local Mind Network, sharing quality standards, branding and knowledge. We support adults (18-plus) experiencing mental health problems across Cambridgeshire, Peterborough and South Lincolnshire. We promote positive mental health for all, via campaigns and awareness raising, guided self-help, early intervention and projects that connect communities and build resilience.



Reg. Charity Number 265087  
Reg. in England Number 1082980