

Strategic Plan 2020-25



Mid and North Powys
Canolbarth a Gogledd Powys

The Need in 2020

Mid & North Powys Mind operates in the rural areas of North Brecknock, Radnorshire and Montgomeryshire, an area of about 3875 square kilometres, with a population of around 94,000. It is one of the most sparsely populated areas in England and Wales in which over 50% of the population lives in villages, hamlets or isolated dwellings and where access to services is often difficult on foot or by public transport. (1)

Whilst the child population is falling in Powys, the over 65 age group is set to increase dramatically by 80% during the period 2008-2033. Currently those aged 75+ form nearly 11% of the population and over 42% of them live alone. (3)

Latest results from the National Attitudes to Mental Illness Survey, released by mental health campaign Time to Change, shows people's willingness to work, live and continue a relationship with someone with a mental health problem have improved by 11% since 2009. (4) and legislation now gives mental and physical health equal priority in law, but there is still much to do to reduce stigma and raise awareness.

We know that, whilst 1 in 4 people will experience a mental health issue in any one year, only 25% of people with mental health problems will receive support and that over half of mental health problems start by the age of 14 and 75% by the age of 18. (5)

There are between 900 and 1100 people under the care of secondary mental health services in Powys, during any single month. This is in line with the Welsh average. (6)

The Adult Psychiatric Morbidity Survey (APMS), is carried out every 7 years and offers some of the best mental health prevalence data across the general UK population. The latest survey was carried out in 2014 and published in 2016. Between 2007 and 2014 there has been an increase the amount of people meeting the diagnostic criteria for common mental health problems from 16.2%, to 17%. However, the rates of individuals seeking and receiving treatment have risen significantly. (7)

In the 2015 Welsh Health Survey, 13% of adults (aged 16 and over) were found to be currently receiving treatment for a mental health problem. (7)

Across the UK, GPs say that 2 in 5 appointments, or 40%, involve mental health. (8)

19.7% of people in the UK aged 16 and over show symptoms of anxiety or depression. In 2013, depression was the second leading cause of years lived with a disability worldwide, behind lower back pain (11)

Over 40% of those in their 80s are affected by depression (9)

Powys has the second highest suicide rate in Wales. Overall, since 1981, the UK suicide rate has been decreasing. Males account for three-quarters of suicides (10) 72% of people who died by suicide between 2002 and 2012 had not been in contact with their GP or a health professional about these feelings in the year before their suicide (7)

1 in 15 people (7.3%) had self-harmed at some point in their life. This was higher in women (8.9%) than in men (5.7%). (7)

9-21% of women suffer from post-natal depression (11)

1 in 10 children have a diagnosable mental illness (11)

6.4% of adult show signs of an eating disorder and 25% of these are male (12)

The total population prevalence of dementia among over 65s is 7.1%, or 1 in 14. The number of people with dementia in the UK is forecast to increase to over 1 million by 2025 and over 2 million by 2051 (13)

5% of us are on the bi-polar spectrum, with 1-2% of the population having a life-time prevalence. (14)

Mission

Improving mental wellbeing for people in Mid & North Powys

Vision

Mid & North Powys Mind will continue to be known as a place to go for information and support for those with mental health needs, their families and friends. We will promote mental wellbeing in the wider community. We will respond to local, individual and community needs regarding these issues with up to date proven methods, working closely with other voluntary and statutory organisations. We value individuality and work to raise awareness.



Values

- Enabling** We provide support and learning that enables and empowers people
- Inclusive** No-one will be turned away and we will try different ways to reach out to those who need us
- Independent** We develop our own values and principles
- Innovative** We try out new approaches, aiming to lead the field with new ideas
- Respect** We respect our members, volunteers, staff and community and their individual needs and beliefs
- Responsive** Internally we listen to our members, volunteers, staff and Directors. We evaluate our services, review our policies and practices regularly and respond to needs. Externally we consult and work with partners to address local or national needs and developments.
- Safe** We provide a safe and healthy workplace for staff and volunteers. We put policies in place for clarity and protection of staff, volunteers, members and Directors. Our services help to keep members safe in a confidential environment
- Transparent** We are honest and open about our business, our services, our policies and practices

Strategic Aims and Objectives

We have identified 5 strategic aims on which we will concentrate to achieve our Mission and Vision:

- To sustain and improve the quality of our services by being responsive, proactive and innovative
- To develop new services, projects and products that reach out to our rural population and enhance recovery and wellbeing of people aged 16+
- To seek partnerships, collaboration and integrated working with statutory agencies, community organisations, national and other local Minds in order provide the best services for our local communities. This will also enable us to make the best use of resources, maximise impact and influence strategy
- To ensure that Mid & North Powys Mind is a great place to work and volunteer
- To maintain and improve current levels of funding and improve financial sustainability

Each strategic aim is supported by a number of measurable objectives.

To sustain and improve the quality of our services by being responsive, proactive and innovative

- Continue to use members' experiences as a key measure of quality and as a tool for improvement
- Develop and improve our systems of monitoring and evaluation of existing and future services with a strong focus on outcomes and responsiveness to members' and funders' identified needs
- Carry out research into innovative approaches and good practice to inform development of future services, using partners where appropriate
- Seek funding to deliver new developments based on evidence from research
- Develop systems to provide evidence that our services provide good value for money and that shows how our services can contribute to the efficiency and effectiveness of the local health and social care provision
- Respond to opportunities locally and regionally in order to maximise the availability of high quality services in our area of operation
- Ensure all staff operate to our principles of work and attend reflective practice sessions, embedding our principles on a continuous basis

To develop new services, projects and products that reach out to our rural population and enhance the recovery and wellbeing of people aged 16+

- Build on the success of our current Big Lottery funded project
- Improve digital service delivery through our website and Facebook page
- Find new ways of reaching out to people and reducing the isolation of the those who live in the most rural locations and those aged 65+
- Develop new services in areas where there is an identified need
- Research, develop and expand our services for young people across our area of operation, working in partnership where possible, gathering evidence and evaluation data. Our long term aim being to provide school based services for 12+ age range
- Research and develop services in the north of Powys, working in partnership where possible and ensuring that we do not duplicate pre existing services delivered by other providers, but work in partnership with these organisations where possible

To seek partnerships, collaborative and integrated working with statutory agencies, community organisations, national and other local Minds in order to provide the best services for our local communities. This will also enable us to make the best use of resources, maximise impact and influence policy and strategy.

- Build on existing good relationships with Powys teaching Health Board and Powys County Council to embed Mid & North Powys Mind's services and integrate them fully into statutory provision
- Develop closer links with other community organisations to provide coherent, joined up services for local people
- Provide information, education and training for local schools, colleges and employers about the importance of good mental health and wellbeing and the services available for support
- Continue to exploit opportunities for collaborative working to expand and develop new services which fit with our Vision and Mission
- Participate and lead the field in local forums and meetings to influence policy, strategy and future developments

To ensure that Mid & North Powys Mind is a great place to work and volunteer

- Provide training and development opportunities to ensure that staff and volunteers are competent and well qualified so that they may excel in their roles and develop their careers
- Develop new/additional ways to recognise the contribution of staff and volunteers and to celebrate their successes
- Continue to ensure good quality, regular supervision and support to staff and volunteers from their managers that is consistent with their needs and the needs of Mid & North Powys Mind
- Continue to ensure there is a transparent, fair system which provides parity of pay
- Continuous improvement of corporate governance at Board level by applying the *Principles of the Code of Good Governance for the Third Sector in Wales*
- Look for new ways of working to free up management time for development
- Remain signed up to Mindful Employer and the Ethical Employment in Supply Chains guidance, ensuring compliance.
- Ensure all staff are paid at least the 'living wage'.

To maintain current levels of funding and improve financial sustainability

- Make timely funding applications for existing and new services
- Utilise opportunities for joint funding applications/tenders
- Maximise income generation from our Training Portfolio
- Recruit future Board Directors who have specific experience and expertise
- Regularly monitor and review budgets and financial position
- Work towards diversifying our income streams, in line with our mission and values

Monitoring and Review of the Strategic Plan

Our Strategic Plan is a five year plan for the period 2018-2023. It has been designed by the Board of Directors together with Senior Managers and it builds on a recent consultation exercise with all staff.

Senior Managers and Directors with particular responsibilities will report on progress towards the strategic aims and objectives at monthly Board meetings.

We recognise that we live in a time of accelerated change and will review the whole plan annually, modifying it whenever necessary to ensure that it is still relevant and that our priorities are still appropriate.

APPENDIX I – Sources for Identifying Mental Health Needs in Mid Powys

The figures to identify needs have been taken from Powys County Council website <http://www.powys.gov.uk/en/statistics/view-statistics-about-your-area/> and the following key documents:

- (1) – (3) Population figures calculated from Powys County Council Local Area Profiles based on Census Data with annual updates and from Powys in Figures Population 2015, the One Powys Plan and the Welsh Index of Multiple Deprivation 2015
- (4) National Attitudes to Mental Illness Survey (prepared for Time to Change) 2017
- (5) Mind Cymru Strategy 2015-2021
- (6) Hearts & Minds: Together for Mental Health in Powys Annual Statement 2017-2018
- (7) The Fundamental Facts about Mental health 2016 - Mental Health Foundation
- (8) National Mind survey of 1000 GPs in 2018
- (9) Together for Mental Health in Powys Annual Report 2012-13
- (10) Office for National Statistics 2015-17
- (11) Mental Health Foundation
- (12) BEAT
- (13) Alzheimer's Society
- (14) Bi Polar UK

Appendix 2 - Our Principles

The person decides what matters and when it matters – We will respond in the best way to suit the citizen's needs, arranging meetings/access to services at a time and place that the person chooses, our roles are designed to deliver this.

We will value and respect the person – We will build a relationship with the person, establishing confidence and trust by listening to people and fully understanding what matters as well as any barriers the person is facing. We do this by 'front loading' our time with people, spending more time at the first point of contact to be able to focus on finding out what matters.

Only do work which is of value to the person – We recognise what the value work is, what waste looks like and how, through our continuous improvement and measurement, we challenge and eradicate wasteful activities (those that have no value to customers, e.g. filling in forms), enabling staff to spend more time on what is of value to citizens

Decisions are made in the work – enable staff to make the right decision ensuring they are safe and supported – We are a small organisation, meaning that senior managers are also in the work. We also have full organisational buy in, including our Board and all of our other services. All front line staff have the power to influence change in organisational systems and are encouraged to work flexibly

We will ensure we have the right expertise at the right time – putting staff with the right skills and knowledge in front line support teams – Staff are well trained and have excellent knowledge of other local services. All front line staff are qualified to NVQ level 3 in Health and Social Care (or are studying toward this) and have completed our mandatory training.

We will get it right first time for the person – solve demand at first point of entry where we can – What matters is not always reflected in the initial demand, therefore it is vital to take the time to really explore what lies beneath this. By being able to intervene at the earliest possible moment we are able to prevent people's situations escalating.

We will work as part of the collaborative locality approach – Staff will attend locality team meetings and their staff will be invited to our team meetings – sharing expertise and building excellent working relationships.

We will pull in the right support at the right time and not push – We will ensure that when a demand comes to us, we will see it through to the end with the customer, retaining contact with them and ensuring they receive the desired outcome and what matters to them is met.

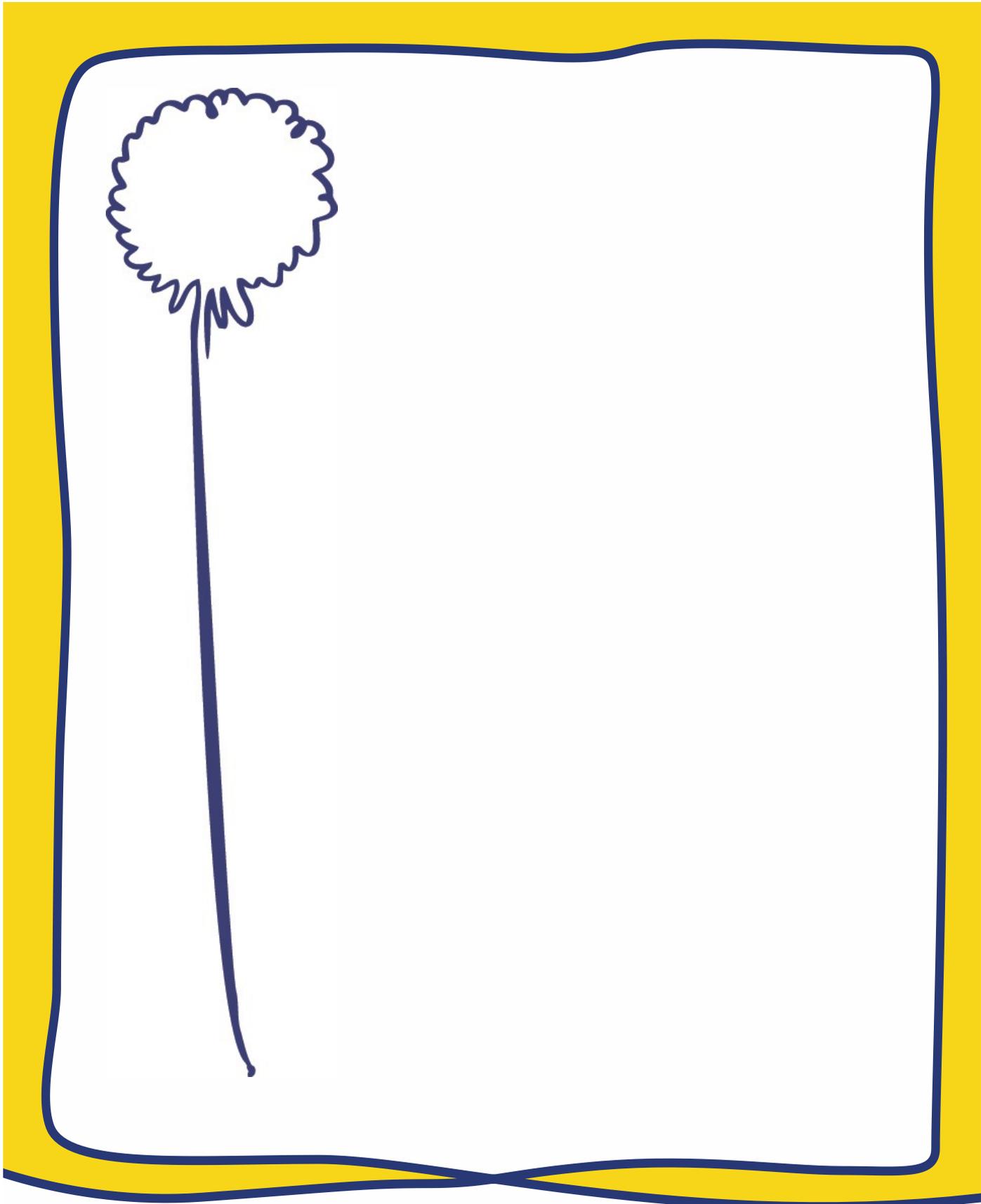
When pulling in or referring on we will ensure that it is a clean referral – Through clear communication and joint working we will ensure that the support pulled in will know exactly what matters to the person.

We will offer choice and allow the person to make the final decision – Staff will draw on their knowledge and expertise to give each customer a range of services and interventions that offer solutions to what matters to the person. This will enable the person to make informed choices and decide on the path that best suits their needs.

We will record only what is relevant at the time for each situation – We ensure that our administrative processes do not get in the way of providing a quality service for people. We will ensure that the process of monitoring and evaluation is as succinct as possible and does not interfere with service delivery, focusing on meeting what matters and cutting out waste.

Our support will be accessible to all – The majority of our services are open to anyone over the age of 16.

We will comply with all legal responsibilities – our Organisation is aware of and compliant with all of our legal and statutory obligations.



Crescent Chambers
South Crescent
Llandrindod Wells
Powys
LD1 5DH

T: 01597 824411
e: iadmin@mnpmind.org.uk
w: www.mnpmind.org.uk

Registered Charity Number:
1167840



Mid and North Powys
Canolbarth a Gogledd Powys