Our Strategy 2024-27

mind Hertfordshire

Our Purpose

We fight for the mental health of every person in Hertfordshire.
We provide mental health support, opportunity, advocacy and resources.
We will elevate the voice of those with lived experience of mental ill health.

Our Vision

Every person in Hertfordshire will feel supported with their mental health.

Our Values

Hope

We believe in choice, freedom, change and a better future for every person experiencing mental ill health.

Courage

We are determined, bold and unstoppable.

Together

We share learning, build relationships and connect with others to promote better mental health across our community.

Responsive

We take time to listen, to learn to share and to act.

Our Ambitions

Hope

We will...

- provide a welcoming ‘front door’ for anyone in need.
- advocate passionately for our clients.
- prevent mental ill health through education, awareness, and stigma reduction.
- innovate with new services and diversify income.
- champion coproduction and learn from those with lived experience.
- be confident, hopeful, and optimistic about our future.
- positively impact those experiencing mental ill health.
- position ourselves for growth with compelling messaging.
- support individuals to reach their potential and improve wellbeing.
- ensure timely access to appropriate services and support.

Courage

We will...

- be a strong voice for those who are not heard.
- challenge stigma and discrimination with confidence.
- be bold in taking risks and trying new approaches.
- stand firm in our values in principles.
- fight for the rights of people with mental ill health, to find wellbeing and thrive in our community.
- make sure there is always someone who can help.
- inspire others through our actions and leadership.
- create a safe space for difficult conversations.
- support our team to be brave and resilient.
- learn from setbacks and use them to grow.
- encourage others to speak up and share their stories.

Together

We will...

- develop partnerships that improve and integrate mental health provision in Hertfordshire.
- provide education and training across the county in all communities.
- trust, respect and celebrate the voice and expertise of our volunteers.
- be a great place to work, where staff and volunteers feel included, involved, valued and can reach their full potential.
- understand the needs of minority groups and challenge ourselves to deliver on these.
- make active choices and changes to improve our diversity and prioritise equity.
- work together to ensure that our culture is inclusive.
- strengthen our communities by improving mental health awareness, reducing stigma and creating stronger connections.

Responsive

We will...

- encourage innovation and provide services that meet the changing needs and preferences of our communities.
- empower those with lived experience of mental ill health to help design our services.
- use our resources wisely to invest in and improve our services.
- understand our ecological impact and work towards environmental sustainability.
- create engaging, impactful and easily accessible services.
- be flexible and open to changing priorities.
- offer more choice about how, where, and when people can access our services.