



# Our Strategy

## 2022-2027

**This strategy was proudly  
coproduced with  
service users, volunteers,  
staff and stakeholders.**

 **mind**  
Hertfordshire  
Network

# Our vision, purpose and values

## Our Vision

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

## Our Purpose

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

## Our Values

### Hope

We believe in potential, possibility and opportunity. We embrace a culture of curiosity and sustainability. We believe in choice, freedom, change and a better future for every person experiencing mental ill health.

### Courage

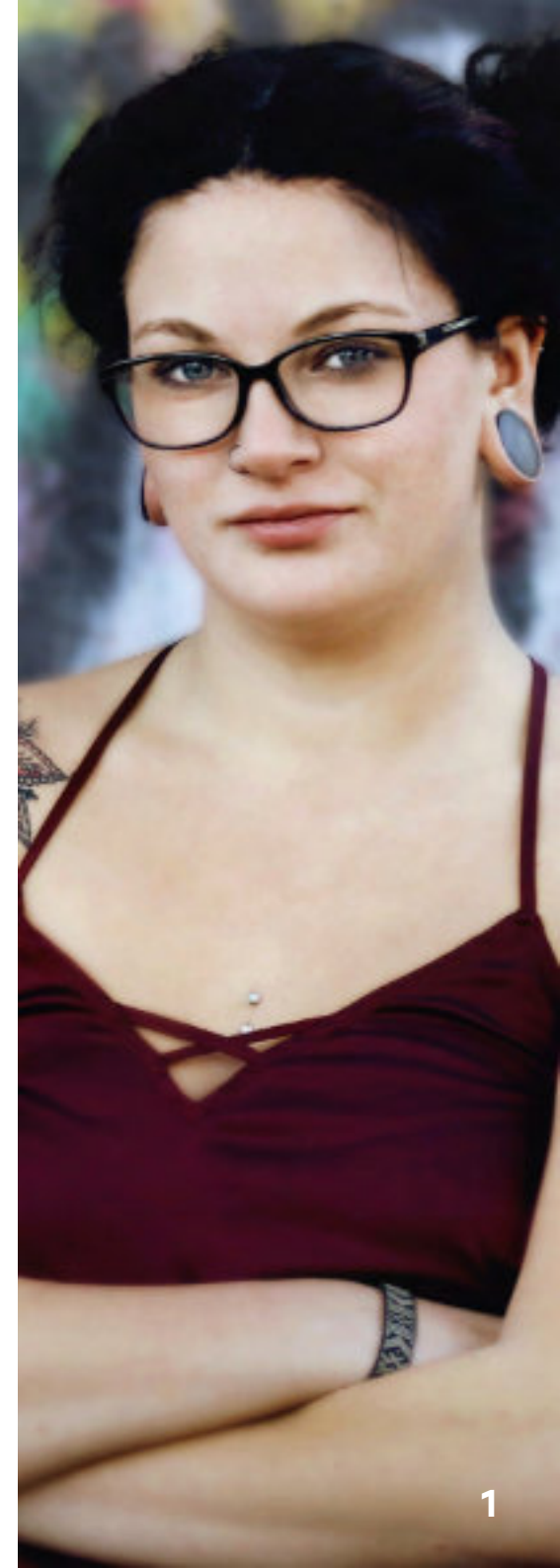
We are determined, bold and unstoppable. We welcome transformation and innovation, advocate for improvement and influence change in Hertfordshire's mental health system. We are resilient and speak loudly in the face of adversity and inequality, and we fight tirelessly for mental health.

### Together

Coproduction is at the heart of our organisation. Together we share learning, build relationships and connect with others. We work in partnership with individuals, voluntary sector and statutory services, local organisations and companies, to generate new ideas and promote inclusion and diversity and a better understanding of mental health across our community.

### Responsive

We are open and transparent. We take the time to listen, to learn, to share and to act. We adjust to change, make timely decisions and are both respectful and inclusive.



# Our Ambitions

## Hope

- ▶ We will have an easily accessible and welcoming open 'front door' for anyone who may need us.
- ▶ We will make the biggest difference we can and will advocate with determination and energy for our clients.
- ▶ We will help to prevent mental ill health, through education, raising awareness and reducing stigma.
- ▶ We will take new opportunities, innovating with new services and diversifying income routes.
- ▶ We will champion coproduction, learn from those with lived experience and work together to develop meaningful services.
- ▶ We will be confident and hopeful about the future and optimistic about our ability to thrive.
- ▶ We will make a positive impact for people experiencing mental ill health.
- ▶ We will be well positioned for growth with clear and compelling messaging and communication.
- ▶ We will continue to support people to reach their individual potential and enhance their health and wellbeing.
- ▶ We will ensure people get the right services and support at the right time to help them achieve the goals that are important to them.



# Our Ambitions

## Courage

- ▶ We will raise awareness and promote understanding of mental health, reduce stigma, speak out in the face of adversity and advocate for people.
- ▶ We will be committed to continuous improvement and quality.
- ▶ We will identify and reduce hierarchy and power dynamics where they are creating barriers for people.
- ▶ We will listen, learn and challenge each other, and make sure we hear new and different views.
- ▶ We will be honest, have integrity and ask for help when we need it.
- ▶ We will fight for the rights of people with mental ill health, to find wellbeing and thrive in our community.
- ▶ We will ensure there is a no 'wrong door' approach to our provision – there is always someone who can help.
- ▶ We will influence change and improvement by being an active and dynamic part of the Integrated Care System.
- ▶ We will engage in difficult conversations and be willing to take action even when it is hard to do so.
- ▶ We will invite a diversity of perspectives, promote bold conversation and openly consider different possibilities and views.



# Our Ambitions

## Together

- ▶ We will develop partnerships that will improve and integrate mental health provision in Hertfordshire. We will influence the system and ensure participation of people with lived experience.
- ▶ We will provide education and training across the county in all communities.
- ▶ Volunteers will be an integral part of our workforce, having meaningful impact which will be driven, supported and facilitated by people across the charity.
- ▶ The voice and expertise of volunteers will be trusted, respected and celebrated.
- ▶ We will be a great place to work, where staff and volunteers feel included, involved, valued and can reach their full potential.
- ▶ We will understand the needs of minority groups and challenge ourselves to deliver on these as well as we do for others.
- ▶ We will make active choices and changes to improve our diversity and prioritise equity.
- ▶ We will work together to ensure that our culture is inclusive of everyone who works, volunteers and interacts with us.
- ▶ We will have an open and innovative approach to partnerships and collaboration.
- ▶ We will strengthen our communities by improving mental health awareness, reducing stigma and creating stronger connections between individuals and groups.

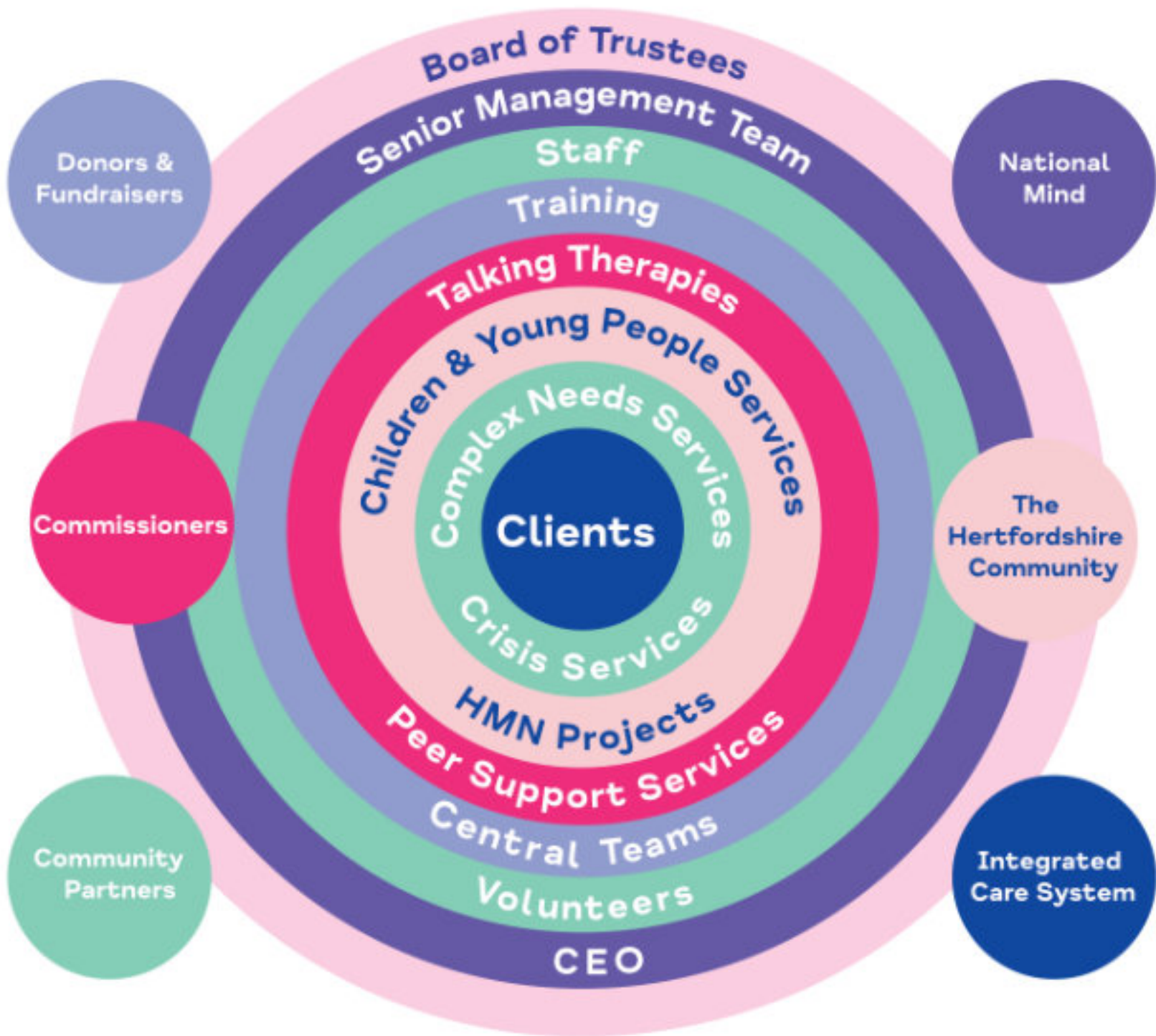


# Our Ambitions

## Responsive

- ▶ We will support innovation across the charity and empower people with lived experience of mental ill health to influence and design our services, increasing their voice in our community.
- ▶ We will use resources wisely so that we can invest in and improve our services.
- ▶ We will understand our ecological impact and work towards becoming environmentally sustainable.
- ▶ Our mental health provision will be engaging, impactful and accessible for people no matter where or how they live in Hertfordshire. This will include digital services and content on our website and social media channels.
- ▶ We will provide services that are easy to access and responsive to the needs, preferences and aspirations of the individuals we support.
- ▶ We will adapt to become more flexible and open to changing priorities in the world around us.
- ▶ We will provide our clients with more choice about how, where and when they can access our services, including evenings and weekends.
- ▶ We will generate innovative bids and a service provision that is responsive to the changing needs of the residents of Hertfordshire.
- ▶ We will develop our digital service provision to improve access for all in line with our new Digital Strategy.







### **Hertfordshire Mind Network**

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