

Cornwall Mind

Strategic Business Plan 2022 - 2027

Summary of objectives for the next five years





Cornwall Mind mission statement

We endeavour to prevent those who are vulnerable from developing mental health issues.

We provide advice and support to empower anyone experiencing a mental health problem.

We campaign to improve services, raise awareness and promote understanding of mental health.

We work throughout Cornwall.

“Cornwall Mind was different. I always felt listened to when I had always been let down by other services. They did what they said they would and told me if they could not.”

Our goals

- **Staying well:** Support people likely to develop mental health problems to stay well.
- **Empowering choice:** Empower people who experience a mental health problem to make informed choices about how they live and recover.
- **Improving services and support:** Ensure people get the right services and support at the right time to help their recovery and enable them to live with their mental health problem.
- **Enabling social participation:** Open the doors to people with experience of mental health problems participating fully in society.
- **Removing inequality of opportunity:** Gain equality of treatment for people who experience both mental health and other forms of discrimination.
- **Organisational excellence:** Make the most of our assets by building a culture of excellence.



Our values

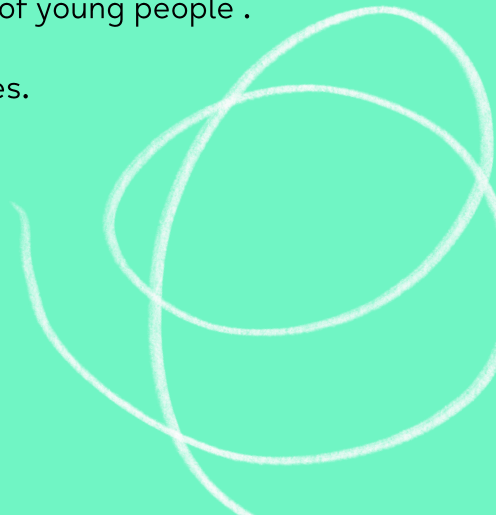
Mind's values are at the heart of everything we do.

- We put people first.
- We're stronger together.
- We speak up for what's right.
- We never stop learning.
- We demand better for mental health.

“It has been an amazing support in helping me get back to work after a mental health crisis. Without it I fear I would not be in a good place at all or even here.”

Building upon both national and regional strategic objectives, we aim to:

1. Promote recovery, resilience and prevention.
2. Challenge stigma and influence strategy.
3. Champion the voice of lived-experience within the sector.
4. Develop opportunities to support the recovery and resilience of young people .
5. Seek opportunities to support under-represented communities.



This means we want to:

- Increase our demographic and geographic reach.
- Contribute to the strategic vision for mental health in Cornwall.
- Seek opportunities to host effective and accessible therapeutic services.
- Seek opportunities to represent the voice of lived experience.
- Seek opportunities to work with marginalised communities.
- Look for opportunities to engage with and reduce stigma.
- Make greater use of the landscape of Cornwall as a therapeutic resource.
- Seek opportunities to develop projects and partnerships for young people.
- Develop mobile support solutions to improve access in remote areas.
- Develop more collaboration with other organisations in Cornwall.
- Develop and adapt our policies and practices to reflect the climate emergency.

