

# Strategic Plan

2025 - 2027

## Wiltshire Mind - For Better Mental Health and Wellbeing In Our Communities

### Our Aim

To build a community where mental health and wellbeing is better understood and supported.

We are dedicated to promoting positive mental health and wellbeing by offering compassionate, accessible services to anyone living in Wiltshire over the age of 11.

With an inclusive approach, we're here to ensure that no one has to face mental health challenges alone.

### Our Purpose

- Supporting mental health and wellbeing for people in Wiltshire
- Striving to give people more autonomy and choice
- We support the local healthcare system by delivering preventative and early-intervention services that promote wellbeing and reduce the need for crisis care
- We offer safe, supportive spaces where individuals feel able to connect and participate in society
- We treat everyone as an individual and ensure they feel valued, heard and supported
- We actively listen to our community and seek feedback to ensure our wellbeing services meet their needs and make a meaningful impact
- We aim to build a sustainable and effective charity

## Strategic Goals (2025-2027)

### Goal 1: Expand Reach and Access

- Increase service availability across Wiltshire.
- Develop targeted support for underserved communities.
- Develop and enhance online and digital access to resources.

### Goal 2: Enhance Service Quality

- Gain community feedback on local needs
- Access wider data to help inform decisions
- Innovate evidence-based practices.
- Provide ongoing training and development for staff.
- Continuously monitor and improve service outcomes.

### Goal 3: Strengthen Partnerships

- Collaborate with local organisations, local Minds and healthcare providers.
- Advocate for improved mental health policies and funding.
- Raise awareness, educate and reduce stigma through community engagement and training.

### Goal 4: Ensure Sustainability

- Develop case studies and stories to support our cause.
- Diversify funding sources.
- Continue to Improve operational efficiency.
- Strengthen governance and leadership.

## Key Strategies

- **Service Delivery:** Develop outreach programmes, expand telephone support, and develop peer support networks.
- **Technology:** Improve accessibility by investing in technology, a user-friendly website, social media and online resources.
- **Workforce Development:** Provide regular training on trauma-informed care, suicide prevention, and cultural competency.
- **Collaboration:** Work closely with local NHS trust, local councils, and other charities to close the gaps in the system.
- **Advocacy:** Campaign with larger bodies for increased funding for mental health services and challenge discriminatory practices.
- **Financial Sustainability:** Develop a broader, sustainable fundraising strategy, seek new grant opportunities, and explore commercial models.