

# Organisation Plan 2020-2023



Our Organisation and Services plans sit underneath our Strategic Vision, driving forward the work we do on a daily basis, giving focus to our staff and helping to achieve outcomes and making the lives better of those who access our services.

We would like to acknowledge what is going on throughout the world at the moment. We confirm that we are prepared to be agile with our response to the global Coronavirus pandemic that has taken place during our strategic planning. We will respond to our service users as is required to the best of our ability whilst keeping all staff, volunteers and service users as safe as possible. These are changing and challenging times that have had a catastrophic effect on the global and local economy.

We also acknowledge the pain that is evident in our country and society that has been brought to light by the Black Lives Matter protests that have taken place worldwide. We acknowledge that there is a problem, there is inherent racism within our country and in our society and we re-commit to our Values and see them with a fresh clarity and a reinvigorated sense of inclusion and these are the foundation of all the work we do. We believe our commitment to the principles of equality, diversity and inclusion enable us to be an effective provider of mental health and emotional wellbeing support within the borough. We will use our influence and skills to identify, understand and redress inequalities for our service users, striving to become a more inclusive employer and inclusive service provider. We reject racism and abuse in all its forms, and will speak out fearlessly against any form of discrimination or inequality.

## Governance

- We aim to further enhance our Board of Trustees to ensure that it is diverse and reflects the demographics of the community we serve whilst providing the skills required by the organisation.
- We will ensure that the Board will continue to provide effective strategic leadership, monitor performance and undertake its role in legal compliance.

## Culture and Quality

- We commit to our culture of continuous improvement, sharing and learning, and will train and develop our workforce.
- We will promote the wellbeing of our workforce and further develop our positive organisational culture and morale, believing in the importance of people.
- We will develop our robust framework and reporting system for organisational safeguarding, H&S, HR and training, incorporating an annual audit.
- We commit to our culture that rejects racism and abuse in all its forms and encourages all to speak out and speak up about any form of discrimination or inequality both internally and externally.
- All of our work will be underpinned by five key human right principles: fairness, respect, equality, dignity and autonomy.

## Partnerships

- We will continue our work in partnership with National Mind and Mind in Greater Manchester, through which we will create a platform for shared learning, cooperation and expansion.
- We will strengthen our wider networks and actively seek to develop new partnership opportunities including grassroots and small organisations to provide a wider offer that will benefit the mental health and emotional wellbeing of our community.

## Communication and Marketing

- We will develop an integrated approach to marketing our organisation.
- We will have regular interface with our key stakeholders, maintaining extensive up-to-date contacts.
- We will focus on, refresh and develop the infrastructure for our digital platforms, social networks and media engagement.
- We will utilise an effective digital platform to showcase our strengths and shout out about positive outcomes and show the worth of our provision.
- We will standardise, refresh and reinvigorate our marketing materials.
- We will continue to develop our ways of communicating to ensure all under-represented groups can get information about and access our services.
- We will ensure our communications plan promotes all of our services so our communities are aware of the support that is available to them via online and offline platforms.

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## Funding and Fundraising

- We aim to continue to be financially viable and will strengthen and diversify our income streams with key focus on independent sources.
- We will improve community fundraising opportunities and improve our website functionality providing a public platform for fundraising.
- We see the value in our delivery of the Wellbeing Directory and the focus area will be the continued development, growth and promotion of this to ensure longevity in our contract, and that the importance of this service is seen by partners across the borough.

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## Engagement

- We will review our current provision to determine service user demand and identify gaps in services to ensure we continue to develop and meet identified client needs.
- We will continue to actively pursue service user involvement as we welcome the opinions and thoughts of those with lived experience and this valuable information will be at the core of any offer. We will achieve this through a range of offers including digital involvement, face-to-face through one-to-one discussions and ad hoc and planned activity.
- We will be ambitious for our service users. We recognise the importance of achieving stability, but that is not the end of the journey; we want people to see their worth and flourish.
- Bury and beyond. We will seek out opportunities to develop our offer to provide services to residents within a wider geographical footprint.
- We will work to break down the additional challenges often faced by marginalised groups in accessing and engaging with services. We are committed to addressing stigma and discrimination and ensuring we explicitly promote social inclusivity for these groups with respect to our service provision.

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