

West Sussex Mind Business Plan April 2025 – March 2026

Our business plan describes the key steps we intend to take over 2025-26 to achieve our strategic aims and goals, laid out at the bottom of the plan.

Strategic aim		Key goal for 2025- 2026	Areas supporting this and milestones	Targets/ reporting	Lead staff and committee
OUR MENTAL HEALTH SERVICES Mental health services for adults and children and young people are transforming. We will provide a key leadership role in enabling this, co-producing high quality services that deliver vital support in our communities.	1.	Campaigning and influencing around the CYPSP model and its adoption in CYP mental health services	<ul style="list-style-type: none"> Attending workshops on the review of CYP commissioning Sharing model with commissioners 	Throughout 2025/26 dictated by external timescales	KS OSC
	2.	Embedding Trauma Informed Practice across West Sussex Mind	<ul style="list-style-type: none"> All staff offered training in TIP (linked to National Mind Project). Next steps agreed for embedding principles in organisational approach to TIP 	End of Q2	KA OSC
	3.	Transformation of systems and services	<ul style="list-style-type: none"> Embedding our adult services into the NMHTs Collaborating with partners to launch shared Electronic Patient Record system for NMHTs. 	Throughout 2025/26 dictated by external timescales	LC TB OSC
	4.	Review of our core outcome measures	<ul style="list-style-type: none"> Project to review our core outcome measures and how these are collected 	End of Q2	TB OSC
ADDRESSING HEALTH INEQUALITIES Ensure that everyone has access to the mental health support they need and deserve, by working to reduce health inequalities.	5.	Understanding the ethnic disparity in our service offer	<ul style="list-style-type: none"> Analysing the ethnic disparity in our service users to set a baseline for our work in this area. Monitoring the data for any changes 	End of Q1 End of Q3	TB OSC
	6.	Creating our plan to be a truly anti-racist organisation	<ul style="list-style-type: none"> Coproduced plan finalised and delivery of plan commences 	End of Q1	AF

			<ul style="list-style-type: none"> Public statement released 	End of Q2	GSC
	7.	Equality Impact Assessments used widely in our services and policy/procedures	<ul style="list-style-type: none"> Service EQIAs to be reviewed in the year (one per quarter). All new services must have an EQIA. All reviewed or new policies and procedures to have an EQIA 	Target of 4 service EQIAs for the year 100%	AF OSC KS GSC
ANTI-STIGMA AND EDUCATION We will empower people to share their experience and will amplify their voices to help tackle prejudice and stigma.	8.	Focus on reducing the stigma faced by men in accessing mental health support services	<ul style="list-style-type: none"> Co-ordinated approach between Communications and Services to focus on Men's mental health and amplify voices to reduce stigma in getting support - data led 	Campaign across the year to raise awareness of men's mental health. Video to be produced Q2 Website specific area and social media posts Q2 Literature available in multiple locations Q3 Exploring funding opportunities for projects to reach men specifically in rural communities	SS SS SS SS/AF
	9.	Creating opportunities to educate and raise awareness of mental health support and build resilience in our communities	<ul style="list-style-type: none"> Co-ordination of events across all areas to promote mental health awareness week. Including wear it blue campaign. Bids to include training/resources to build resilience/raise awareness in our communities 	Q1 All year	SS KS/AF/SS
OUR PEOPLE We will build an inclusive organisational culture and supportive workplace where people are proud to be part of West Sussex Mind. We will invest in	10.	Develop and put into effect plans for efficiencies, the tender process and creating our people strategy in alignment with our values	<ul style="list-style-type: none"> Plan for and implement efficiencies by 1st June Manage employees through the tender process for pathfinder contract 	By end Q1	TBC/KP interim GSC

opportunities for employees, volunteers and trustees to develop.	10.	Develop and put into effect plans for efficiencies, the tender process and creating our people strategy in alignment with our values	<ul style="list-style-type: none"> Create our organisational people strategy for GSC sign off 	TBC – anticipated by end of Q4	TBC/KP interim GSC
	11.	Build on success of our volunteer programmes by improving supervision practice	<ul style="list-style-type: none"> Review of supervision practice for volunteers through a coproduced process with volunteers and those supervising them Embedding of new practice and review improvement 	By end of Q1. End of Q4	AF GSC
OUR FINANCE AND BUILDINGS Our organisation will be innovative, efficient and financially secure, minimising any negative impact on the environment.	12.	Develop and implement a new fundraising strategy, and take steps to diversify and grow our unrestricted income	<ul style="list-style-type: none"> Develop our new fundraising strategy for approval by Trustees Scope, commission and implement a fundraising CRM Take initial steps to grow and diversify our fundraised income 	End of Q1 End of Q2 Achieve 2:1 investment to income ratio by end of Q4	SS Fundraising Advisory Group SS SS
	13.	Following implementation of upgrade to Finance system, continue to realise efficiencies in working & grant reporting	<ul style="list-style-type: none"> Implement incremental changes and efficiencies to automate processes. Ongoing improvements to recording for more grant reporting Managers understanding of finance and their budgets Finance package upgraded Dec 24 but ongoing efficiency work still required 	End of Q1 From Q1 but assess improvements from Q2 Run 1:1 'finance' sessions throughout the year for 25/26 budgets and coding of costs Qtr 2 with managers	MM FRSC

	14.	Social Return on Investment	<ul style="list-style-type: none"> Scoping of work involved, and options paper prepared for consideration on next steps 	End of Q1	KS FRSC/Ops
	15.	Reducing our impact on the environment	<ul style="list-style-type: none"> Develop multi-year targets to reduce our environmental impact Launch of green champions scheme 	End of Q1 End of Q2	LC GSC
	16.	Take initial steps to implement the Mind federation "Federation First strategy" in Sussex	<ul style="list-style-type: none"> Work with Mind and Mind in Brighton and Hove to develop a Sussex business and sustainability plan Take forward key actions in partnership 	End of Q1 Remainder of the year	KP GSC

AIM 1 - OUR MENTAL HEALTH SERVICES

Mental health services for adults and children and young people are transforming. We will provide a key leadership role in enabling this, co-producing high quality services that deliver vital support in our communities.

- Goal 1 – We will campaign and fight for investment in preventative services.
- Goal 2 – We will ensure that all our work uses trauma informed principles, is coproduced and that we increase opportunities for participation.
- Goal 3 – We will provide leadership and collaborate with partners to transform systems and services, ensuring there is no wrong front door and people have equal access to support.
- Goal 4 – We will make our services more accessible by extending our online and telephone support and our provision outside working hours.
- Goal 5 – We will ensure that all services demonstrate the difference they make by measuring outcomes.

AIM 2 - ADDRESSING HEALTH INEQUALITIES

Ensure that everyone has access to the mental health support they need and deserve, by working to reduce health inequalities.

- Goal 1 – We will focus on reaching those facing multiple disadvantage, increasing the number of people we support from under-represented groups.
- Goal 2 – We will deliver our plan to become a truly anti-racist organisation.
- Goal 3 – We will involve people with lived experience, recognising that we will not always be best placed to lead our health inequalities work and that we are stronger in partnership.
- Goal 4 – We will use our knowledge, influence and reach to challenge and speak out where we identify health inequalities, and share learning and innovative practice with others.
- Goal 5 – We will use equality impact assessments to review our services, policies and procedures to ensure that they are accessible and inclusive and that there is no unintended bias.

AIM 3 - ANTI-STIGMA AND EDUCATION

We will empower people to share their experience and will amplify their voices to help tackle prejudice and stigma.

- Goal 1 – We will reduce the stigma of mental health issues with an initial focus on men, racialised communities and those with serious mental illness. We will do this through impactful communication and community development work.
- Goal 2 – We will create healthy workplaces by promoting best practice and seeking opportunities to grow services to educate employers.
- Goal 3 – We will create opportunities to educate and raise awareness about mental health and support available to build resilience in our communities.

AIM 4 - OUR PEOPLE

We will build an inclusive organisational culture and supportive workplace where people are proud to be part of West Sussex Mind. We will invest in opportunities for employees, volunteers and trustees to develop.

Goal 1 – We will develop and implement a measurable people strategy.

Goal 2 – We will build on the success of our volunteer programmes, exploring short-term volunteering opportunities and increasing uptake in services new to volunteering.

Goal 3 – We will develop peer staff and volunteer roles, strengthening routes into employment and opportunities for progression.

Goal 4 – We will work with our partners to explore opportunities to collaborate on workforce pathways.

AIM 5 - OUR ORGANISATION, FINANCE AND BUILDINGS

Our organisation will be innovative, efficient and financially secure, minimising any negative impact on the environment.

Goal 1 – We will develop a new fundraising strategy that enables us to grow our unrestricted income to give us the flexibility to invest, support innovation and meet our strategic aims.

Goal 2 – We will undertake a review of our premises, to ensure we are in the right locations to best meet the needs of our communities.

Goal 3 – We will develop a social return on investment framework to enable us to truly evidence our impact, and the added value that we bring.

Goal 4 – We will explore opportunities for efficiency, innovation and to diversify our income with consideration to the impact on the environment.

Goal 5 – We will work with partners in the Mind federation to deliver the "Federation First strategy", co-creating a sustainable future for Mind in Sussex and nationally.