



# Strategic Plan

2025 – 2028



**Shared hearts, shared minds,  
a vision for success**



Mental Elf fundraising event, December 2024.  
One of our sponsors was Spire Portsmouth.



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## About us

Havant and East Hants Mind is an independent mental health and wellbeing charity, first established in 1990. We are one of approximately 100 local minds in the National Mind Federation and since 2017, HEH Mind has been 1 of the 3 local minds in Hampshire that forms the Hampshire Mind Community Interest Company.

Havant and East Hants Mind prides itself on seeking to understand its communities through strong, grounded connections that are enriched by the organisation's 35-year history. 'Havant Mind' as it was first called, was established by a group of social workers, NHS employees and social housing officers who were passionate about mental health care. The charity has grown substantially over this period, but has vowed to maintain its commitment to putting service users and carers at its heart, co-designing services and seeking wider community engagement at every turn. Our Trustees are all local people with lived experience, and together with our community we are building a community where no one has to face mental health struggles alone. We aim to retain bespoke and local values-driven services with a Hampshire-wide footprint for certain services at scale.



## Welcome from our Co-CEOs

We are incredibly proud to launch HEH Mind's strategy for 2025-2028 and want to give thanks to everybody that has contributed to bringing this strategic plan together. This strategy isn't about us, but about the people and communities that need our help and support, and we are committed to keeping those people at the very heart of what we set out to achieve.

The areas underpinning this strategy are governance, quality, innovation, creativity and sustainability.

Recent times have been challenging for our nation, with the Covid-19 pandemic, cost of living crisis, government changes and continual budget reforms and cuts. We know that poverty, debt, poor housing, social isolation and loneliness are just some of the risk factors contributing to poor mental health. Whilst mental health is spoken about more in 2025 than ever before, the statistics speak for themselves. 1 in 4 of us will experience a mental health

problem each year and 1 in 5 children and young people have a mental health problem. 60% of people in the UK said that the cost-of-living crisis was hurting their wellbeing



Jody  
Jody Phelvin

(Mind's Big mental health report 2024) and the recorded number of suicides in 2023 was the highest it's been since 1999 (ONS). We simply need to do more.

Our charity leads with its whole heart and is values driven and led. We live, promote and encourage authenticity, compassion and kindness always. We strongly believe that excellent quality services start with people and culture, and we want to grow, develop and enhance HEH Mind to promote even better staff wellbeing and happiness during this strategy period.

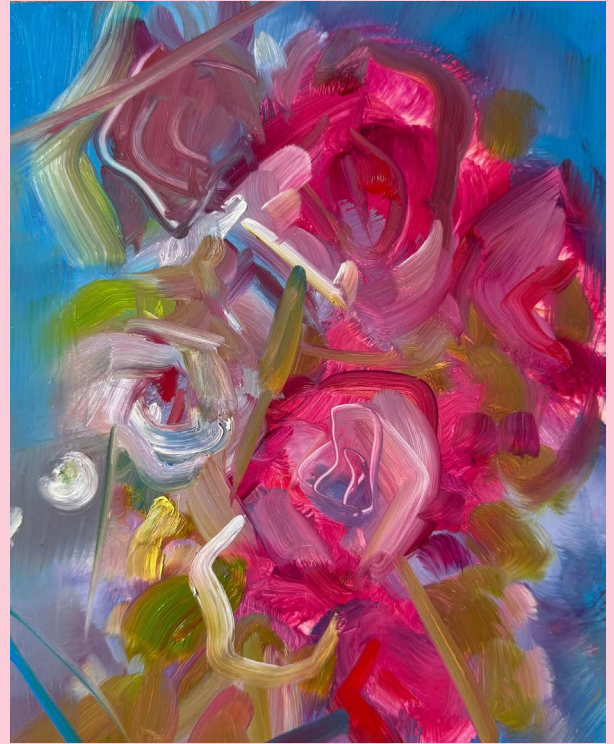
It is undoubtedly challenging times for the sector. Our aim is to ensure we are diversifying not only our range of services but to diversify our income streams. We intend to remain bespoke, local and innovative; always seeking to understand our communities but also be able to operate at scale when needed. Our openness and passion mean we want to collaborate and partner with organisations that align or complement our own values so we can respond to community needs and build on our shared strengths, to ensure better outcomes for people.

Thanks again for being part of the journey.



Maria  
Maria Morrell

## Better Together



Trustee Rachel Redfern produced a pair of paintings named '**Better Together**' to pay tribute to the aspirational and supportive culture of HEH Mind. Rachel describes the paintings as "Speaking the same language, the same energy, working in unison but with marking unique to each piece."



## Our Services at HEH Mind

Across all our services, we want to create meaningful connections, reduce stigma, and help people move toward recovery and stability, in ways that are personal and empowering.

We also know how tough the past few years have been for young people. More than ever, they're facing pressures around school, social media, friendships, family life, and their future. That's why it's been so important for us to be there with the right support, at the right time and continue to develop our offer with a focus on unmet needs.

Our services share the same core values – early support, a non-clinical approach, and empowering people to take control of their mental health.

An introduction to what we do...

### Adult Wellbeing

This service is at the heart of what we do – offering courses and workshops tailored to the needs of adults facing emotional or mental health challenges, teaching skills and setting goals. Whether someone is dealing with anxiety, depression, low self-esteem, or just struggling to cope with daily life, we're here. Over the past year, we've seen a rise in referrals, but also a rise in recovery outcomes. Many of the people we support tell us they feel more connected, more in control, and more hopeful – and that is exactly what we aim for.

“Thank you, just talking to you today has really helped me and I feel better now.”

Adult Wellbeing service user



Photo: Adult Peer Group – Boardgames and Crafts



## Primary Care Network Wellbeing Service

Our staff team is embedded within GP surgeries, allowing us to offer early intervention and preventative, 1-1 support. Often, we’re helping people who don’t meet the threshold for NHS mental health services but who need help before things escalate. It’s been a fantastic example of joined-up working – bridging that crucial gap between medical and community support. We’ve seen an increase in GP referrals, and feedback from both patients and clinicians has been overwhelmingly positive. We have now incorporated the Peer support element to this service, offering a full timetable of groups and activities to support individuals and introduce them to others who have had similar experiences.

## Adult Safe Haven

This service provides out-of-hours mental health support, offering a calm, welcoming

space for adults who are struggling. It’s open 365 days a year and staffed by trained professionals who can de-escalate distress, offer coping strategies, and promote alternatives to A&E and more clinical settings. In collaboration with Inclusion who offer appointments 2 evenings a week to focus on alcohol and substance misuse. This past year alone, the Safe Haven has supported hundreds of individuals – and often, it’s made the difference between someone managing their mental health or reaching a breaking point. We know how essential this space has become in the community, and we remain committed to its sustainability.

## Older Person’s Project

This service was developed in response to growing isolation and loneliness among our older residents – an issue that has only been magnified by the pandemic’s long-term effects and our ageing population in Hampshire. Our Community Wellbeing





Workers, through outreach, phone support, and tailored wellbeing sessions, have helped older adults re-engage with their communities, rebuild confidence, and regain purpose. Whether it's helping someone with understanding what services or support are available to them such as financial or benefits advice, support for carers, reconnect with hobbies, attend a group again, or just have a friendly voice on the line.

### **ADHD and Autism services**

This service has grown significantly since its launch in October 2024. We know that neurodivergent adults often face unique mental health challenges – from social isolation to struggles with employment or accessing appropriate care. Our services provide dedicated 1-to-1 support, group work, and advocacy. We've also been working to raise awareness and understanding, not just among clients, but

among employers, carers, and professionals. The feedback has been powerful – many people have told us this is the first time they've felt truly understood.

### **The Lighthouse Project**

Working in collaboration with Motiv8, this is our early intervention service, supporting young people aged 11 to 17 who are struggling with their emotional wellbeing. Through one-to-one support and group work, we give young people the space to talk, to understand their feelings, and to build healthy coping strategies. The work is preventative – we aim to step in before problems become crises.

What makes The Lighthouse Project so successful is how tailored and relational it is. Many of those we've supported tell us it's the first time they've felt really heard – that they've learned how to manage anxiety, cope with low mood, or deal with



challenges at school. And that confidence doesn't just stay with them – it ripples out into their families, schools, and peer groups.

### **Children and Young persons' Safe Haven**

This is an out-of-hours service for 11–17-year-olds in emotional distress. It's a calm, welcoming, non-judgemental space where young people can speak to a professional. It's open 3 evenings a week and available both face-to-face and over the phone – offering flexibility for young people in different circumstances.

The feedback we get from the CYP Safe Haven is incredibly moving. One young person told us, "It's the only place I can go where I don't feel like a burden." For so many of the young people who use it, the Safe Haven is a lifeline – a place where they're safe, supported, and reminded that they're not alone.

We believe every young person deserves to feel supported, listened to, and hopeful about their future.

## **Coming together**

In spring 2025 National Mind launched the Federation First strategy which focuses on collaboration and partnerships between national Mind, local Mind networks, and Mind Retail as the starting point for decision-making and planning.

At HEH Mind we recognise the environment in which we operate calls for us to be stronger together and so we aim to strengthen, build and diversify our local and regional partnerships over the coming years. This begins with a collaborative leadership approach that ensures the voices of those with lived experience of mental

health remain at the heart of everything we do. Joint working through the Hampshire Minds CIC is to be expanded to allow for greater reach and access to consistently high-quality services and to promote our organisation's sustainability.

Committed to collaboration, we aim to increase engagement and connectivity with the wider voluntary, community and social enterprise organisations in Hampshire and neighbouring counties to address inequalities and maximise community benefit.



**The local Mind is a trusted partner with others in the network. It is a committed collaborator yet also values its independence and holds its own within this space.**



Mind Quality Mark (MQM) feedback, April 2025

## Our vision...

**We will ensure anyone in our communities who is impacted by poor mental health is seen and heard, to harness their strengths by promoting wholeness and healing.**



## Our mission...



**We want to create mentally healthy communities.**

**Through our information, services and campaigns, we tackle stigma, barriers and isolation so that everyone can access mental health support when they need it.**



# Our values...

**Kind and compassionate**

**We put people  
first**



**Open and authentic**

**We speak up for  
what's right**



**Passionate and  
determined**



**We demand better  
mental health**

**Collaborative and  
sustainable**



**We're stronger  
together**

**Quality driven and  
innovative**



**We never stop  
learning**



Chair of Trustees Richard Watts getting involved in our annual fundraising fun run, Mental Elf.



# Five Strategic Strands

We've grouped our work into five key strands:

- 1 Service innovation
- 2 Our people and culture
- 3 Being efficient and sustainable
- 4 Partnerships and collaboration
- 5 Influence and anti-stigma

## How will we know we're making a difference?

For each strand, we'll ask simple questions and use clear tools to check how we're doing.



= questions to help us determine whether we're making a difference.



= tools that will help us check how we're doing.



**Havant and East Hants Mind is passionate about involving service users and people with lived experience in its work and momentum is growing. There is a strategic and operational lead to ensure involvement is embedded and considered at all levels within the organisation.**



Mind Quality Mark (MQM) feedback, April 2025

## Strategic Strand 1: Service innovation

### What it means:

We will proactively build on our service delivery portfolio based on strengths and specialisms to bridge gaps in unmet need whilst driving continuous improvement

### Key priorities to make it happen:

- We will strengthen and uplift the service user voice in the co-development and review of our service design and delivery
- We will develop a Trauma Informed Strategy and Quality Mark to underpin our approach
- We will establish a base or hub location in the South East Hampshire
- To develop a clear Quality assurance policy and framework with accompanying standard operating procedures that brings consistency and equity

### Key questions:



Are our services the right ones for our community and are they getting better, fairer, and shaped by the people who use them?



We'll check feedback, access, consistency, needs, and how well teams are working together.



## Strategic Strand 2:

### Our people and culture

#### What it means:

We will nurture a psychologically safe and inclusive workplace where staff feel able to bring their full selves to work and flourish

#### Key priorities to make it happen:

- Develop a staff and volunteer led workplace wellbeing, training and engagement plan and programme
- Create a programme of opportunities ranging from entry level staff, work experience and placements to progressive pathways and peer support opportunities.
- We will undertake a review of staff pay and reward and co-develop a remuneration policy
- We will give care and attention to our recruitment, onboarding and induction journey for staff and volunteers
- To create and deliver an effective and engaging internal communications plan

#### Key questions:



Do staff and volunteers feel safe, supported, and valued?



We'll track wellbeing, inclusion, communications, and learning opportunities.

## Strategic Strand 3: Being efficient and sustainable

### What it means:

We will ensure our resource management, capability and infrastructure are strong and proportionate to support excellent and agile service delivery

### Key priorities to make it happen:

- We will review our premises and locations to ensure we are in the right places at the right time for the right people
- To steadily grow and diversify our income with a focus on fundraising, sponsorship for our key events and grant income
- To explore opportunities for efficiencies and innovation with a focus on climate change and the environment
- To develop and embed a digital strategy that promotes efficiencies, reach and access

### Key questions:



Are we using money, time, buildings, and tech wisely — and being kind to the planet?



We'll review costs, carbon plans, fundraising, and how digital tools help us work smarter.



## Strategic Strand 4: Partnerships and collaboration

### What it means:

We will connect with local and regional partners, where coming together would help strengthen outcomes for our service users and present new opportunities

### Key priorities to make it happen:

- We will develop a strategy as part of the Hampshire Mind Community Interest Company which will underpin our joint approach for the coming years
- We will actively contribute across the Mind Federation to deliver on the Federation First strategy and bring an open mind to doing things differently
- We will be an active and seen member of the VCSE sector in Hampshire, adding value to relevant workstreams and strategy development
- Engaging with a wide range of partners to meet the complex needs of the community

### Key questions:



Are we working well with others — locally, regionally, and nationally?

We'll look at partnerships, visibility, and our role across Hampshire Minds CIC and the wider Mind federation.



## Strategic Strand 5: Influence and anti-stigma

### What it means:

- We speak out against mental health discrimination, and we are committed to delivering safe and accessible services.

### Key priorities to make it happen:

- We are committed to championing equity and inclusivity and access to mental health services
- We will actively promote positive attitudes to mental health through internal and external communications and marketing strategy.
- We will increase our reach under our training remit and educate employers and workforces in Hampshire to create healthy workplaces with supportive cultures
- We will support and train community ambassadors to empower them to champion good mental health and combat stigma
- We will communicate and reach priority groups by forming partnerships with key organisations, clubs and community leaders to address mental health inequalities.

### Key questions:



Are we changing attitudes and reaching people who need us most?



We'll measure community reach, training, volunteer involvement, and inclusion efforts.

## How will we measure success?

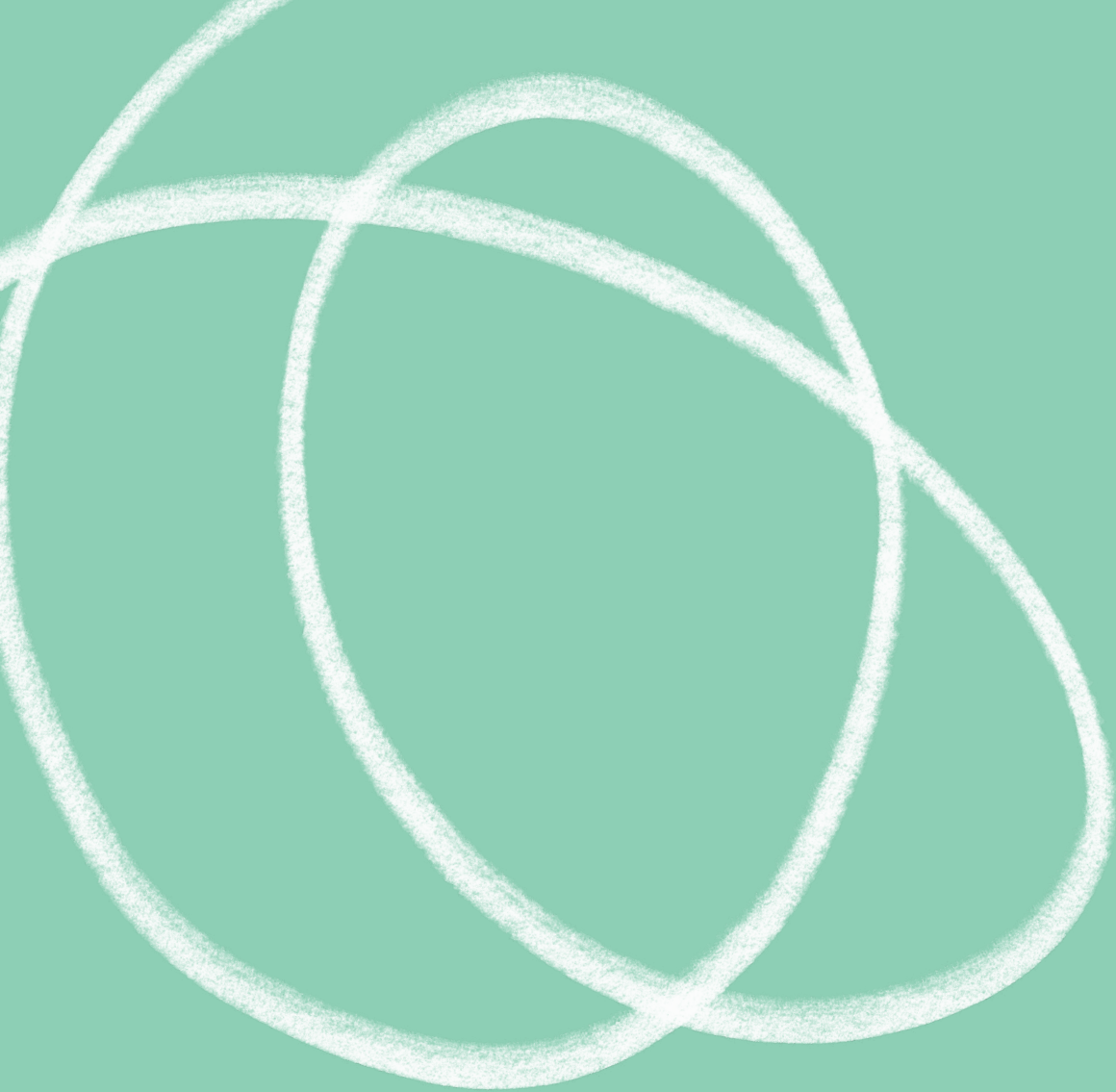
**Our business plan keeps us focused and will be reviewed every year.**

**Teams will know our shared goals and how they contribute.**

**Each strand will have a working group to bring our detailed plans to life and track progress through quarterly reviews. Each group will keep the trustees updated with regular reports.**

**Our strategy is about listening, learning, and improving — together. Everyone at HEH Mind has a part to play in delivering this strategy and making its outcomes a reality.**





Scan to make a donation

 **Mind**  
Havant and  
East Hants



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See website for details of our  
accreditations and awards.

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