



Kettering Mind

# Strategic Plan 2010 – 2013

Kettering Mind is committed to Mind's Quality Standards

Charity No: 1069373 Company No: 3530898

Purpose	To enhance and enrich the quality of life of people with mental health needs and the well-being of the local community.
Values	<p>At the heart of Kettering Mind’s work lie the following core values:</p> <ul style="list-style-type: none"> <li>• <b>Person-centred</b>, putting the needs and aspirations of current and potential service users first</li> <li>• <b>Respect</b> for individuality, the ‘whole person’ and their culture</li> <li>• <b>Active participation</b> by service users and carers in the work and decision making of Kettering Mind</li> <li>• <b>Informed choice</b> based on empowerment and social inclusion</li> <li>• <b>Quality</b>, professional, innovative and accessible services that provide value for money</li> <li>• <b>Innovative</b>, forward looking, initiating and responding to change</li> </ul>
Aims	<p>To achieve our purpose, Kettering Mind will provide cost effective activities, opportunities and services that:</p> <ul style="list-style-type: none"> <li>• Enable people to live as independently as possible</li> <li>• Enable people to cope with, manage and improve their own mental health</li> <li>• Open doors to fulfilling activity and valued roles in the community</li> <li>• To reduce the stigma and discrimination about mental health</li> <li>• To educate and increase wellbeing in the local community</li> </ul>
Strategic objectives	<ol style="list-style-type: none"> <li>1. Promotion</li> <li>2. Funding</li> <li>3. Quality</li> <li>4. Involvement</li> <li>5. Evidence</li> </ol>

<p>Strategic objective</p> <p>1. Promotion</p>	<p>Specific objectives</p> <ul style="list-style-type: none"> <li>• Maximise the earning potential of the building to the local community</li> <li>• Further improve the community access to the Mixing Bowl</li> <li>• Broaden and improve the promotional materials</li> <li>• Develop the Public Relations group (PR)</li> <li>• Promote and market Kettering Mind's services widely and effectively</li> <li>• Develop and maximise the potential for Kettering Mind's website</li> </ul>
<p>Actions</p> <ul style="list-style-type: none"> <li>• Reviewed and actioned monthly at management team meeting</li> <li>• Reported to Executive</li> </ul>	
<p>Who will be involved and how</p> <p>Staff &amp; volunteers – utilising skills already present to achieve the objectives</p> <p>Service Users – help identify PR opportunities</p> <p>Trustees – will advise and steer the promotion of the organisation</p>	
<p>How Kettering Mind will measure success</p> <p>An active PR group</p> <p>Website up and running</p> <p>Room hire increased</p> <p>No. of people accessing the Mixing Bowl</p>	

<p>Strategic objective</p> <p>2. Funding</p>	<p>Specific objectives</p> <ul style="list-style-type: none"> <li>• Increase income from community fundraising</li> <li>• Position the organisation to remain competitive as funding streams change</li> <li>• Maximise the opportunities of personal budgets</li> <li>• Secure statutory contracts for service provision</li> <li>• Refer to Fundraising Strategy</li> </ul>
<p>Actions</p> <ul style="list-style-type: none"> <li>• Reviewed and actioned at fundraising meetings</li> <li>• Reported to Executive</li> </ul>	
<p>Who will be involved and how</p> <p>Staff &amp; volunteers – to prepare funding bids and identify other sources of income</p> <p>Service Users – Actively engage in community fundraising</p> <p>Trustees – will actively explore the development of other funding streams</p>	
<p>How Kettering Mind will measure success</p> <p>Increased income</p> <p>Increased personal budget contracts</p> <p>No. of contracts in place for service provision</p>	

<p>Strategic objective</p> <p>3. Quality</p>	<p>Specific objectives</p> <ul style="list-style-type: none"> <li>• Match or exceed performance in all external quality assessments</li> <li>• Maximise access to services for people from under-represented groups</li> </ul>
<p>Actions</p> <ul style="list-style-type: none"> <li>• Reviewed and actioned monthly at Quality Standards Meeting</li> <li>• Reported to Executive</li> </ul>	
<p>Who will be involved and how</p> <p>Staff &amp; volunteers – will work flexibly and contribute ideas to improve the quality of the work</p> <p>Service Users – will offer feedback and will be involved in service improvements and developments</p> <p>Trustees – will actively monitor quality throughout the organisation and promote the development of best practice</p>	
<p>How Kettering Mind will measure success</p> <p>Annual questionnaire – internal and external</p> <p>Feedback monitoring meetings</p> <p>Maintain or improve on Mind's quality Standards</p>	

<p>Strategic objective</p> <p>4. Involvement</p>	<p>Specific objectives</p> <ul style="list-style-type: none"> <li>• Maintain and strengthen internal and external communications</li> <li>• Ensure ICT equipment meets the needs of all across the organisation so policies and management information can be accessed.</li> <li>• Increase the roles of service users in staff induction, training and recruitment</li> <li>• Further develop service user involvement in community projects</li> <li>• Develop a self sufficient Peer Support Service</li> </ul>
<p>Actions</p> <ul style="list-style-type: none"> <li>• Reviewed and actioned at management meeting</li> <li>• Reported to Executive</li> </ul>	
<p>Who will be involved and how</p> <p>Staff &amp; volunteers – will take responsibility for facilitating communication and involvement in their area of work</p> <p>Service Users – will respond to opportunities for involvement at all levels of the organisation</p> <p>Trustees – will maintain knowledge and understanding of Kettering Mind’s work</p>	
<p>How Kettering Mind will measure success</p> <p>Annual questionnaire – internal and external</p> <p>Staff satisfaction questionnaire</p> <p>External quality assessments</p>	

<p>Strategic objective</p> <p>5. Evidence</p>	<p>Specific objectives</p> <ul style="list-style-type: none"> <li>• Ensure that robust, efficient approaches to outcome measurement and reporting are in place across the organisation</li> <li>• Market Kettering Mind's services with a focus on value for money and the benefits produced</li> <li>• Ensure the portfolio of evidence reflects the work Kettering Mind achieves</li> </ul>
<p>Actions</p> <ul style="list-style-type: none"> <li>• Reviewed and actioned at management meeting</li> <li>• Reported to Executive</li> </ul>	
<p>Who will be involved and how</p> <p>Staff &amp; volunteers – will report on outcomes and other monitoring information</p> <p>Service Users – will provide feedback to evidence the effectiveness of service delivery</p> <p>Trustees – will ensure that the most appropriate and effective monitoring tools are used for measurement and reporting</p>	
<p>How Kettering Mind will measure success</p> <p>Referral numbers to services marketed by Kettering Mind</p> <p>Success in retaining and securing new contracts</p>	