



The way forward!

Our 2023 – 2026
Organisational Strategy

Connect | Engage | Support



We are Doncaster Mind

As an independent local charity founded in 1979, our work focuses on delivering life changing support to those in and around Doncaster. At the same time, we are proud to be part of the Mind network. All local Minds like Doncaster Mind are affiliated to national Mind but are all independent charities in their own right. The network of 112 local Minds worked with 348,368 people across England and Wales last year, providing 1040 services. No local Mind association is the same so one size definitely does not fit all and the people who come to Doncaster Mind can choose from a wide range of services and activities that can improve their Mental Health and Wellbeing

Our Strategy The Way Forward

Our Vision, Mission and Purpose



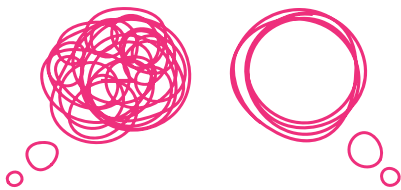
Doncaster Mind Vision

Here at Doncaster Mind we believe that no one should have to face a mental health difficulty alone.

Doncaster Mind Mission

We won't give up until everyone experiencing a mental health difficulty gets both the support and respect they deserve.

Doncaster Mind's Purpose - We are Doncaster Mind.



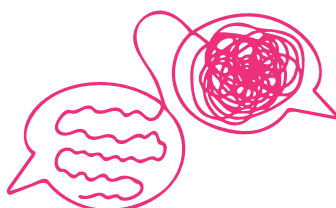
We connect minds

We bring people and communities together to create positive change.



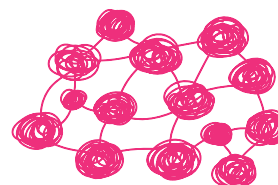
We change minds

We speak up for, educate about and increase awareness of good mental health.



We support minds

We deliver life-changing community based support.



We engage minds

We use our expert knowledge and skills to engage people from all sections of our community in the mental health conversation.

Our community, Our journey so far..

Doncaster is the 41st most deprived area in England (out of 317) and both quality of life and needs varies significantly across the City as detailed in the Doncaster City Council Locality plans. Doncaster is diverse. Some areas have a relatively good quality of life, whilst others struggle with deprivation that can leave people being left behind and less able to cope with life's challenges. There are common challenges across the city but also unique challenges that reflect the local character of each communities.

COVID has hindered the city's development and widened inequalities, particularly for individuals who already have underlying health issues. The road to recovery for the entire city may be long and difficult, with around a third of adults and young people stated that their mental health has got much worse since March 2020 (National Mind July 2021) but COVID hasn't removed the strong foundations of what we value in life - access to greenspace, social interactions, access to work, food and health care.

Everyone will face mental health difficulties at some point in their lives, and Doncaster Mind along with other agencies are dedicated to ensuring that mental and physical health are on an equal footing (as described in Doncaster City Council Strategy "Doncaster's delivering together").

To achieve this, we must increase timely access to the appropriate support, create communities that enable everyone to thrive through opportunities and connections, and guarantee access to the arts, culture, heritage, and green spaces as outlined in "The Five Ways to Wellbeing". Although poor mental health is a problem for people of all ages, we are beginning to notice a need to concentrate on and increase care for children and young people.

Too many people and communities are still impacted by poverty and deprivation. There are many different kinds of inequality not only between Doncaster and the rest of the nation, but also within Doncaster (for instance, between persons of various racial or gender backgrounds). These unjust inequities include variations in how people receive services (like healthcare) and opportunities (like training), as well as differences

in the outcomes that they encounter (like health, educational achievement, and earnings). These unjustified distinctions prevent people from reaching their full potential and produce an unfair and unequal society.

We must work tirelessly to ensure that all individuals are treated equally with regard to all "protected characteristics." Being a disability-friendly city, supporting and celebrating our LGBTQIA+ community, addressing the issues brought up by the Black Lives Movement to address racism in society and racial inequalities, and empowering all women and girls to achieve their potential are just a few of the things that fall under this umbrella.

Equity must be at the core of everything we do in our efforts to achieve equality. Recognising that not everyone begins life at the same point and that equality cannot be reached until we acknowledge that different people require different levels of help in order to achieve the same result is part of being equitable in our approach. This will be a main factor in our service delivery to ensure that we create a society where everyone has the chance to prosper both now and in the future. We will listen and respond to ensure that our services reflect the needs of people in our communities with lived experience needs by focusing and tailoring support to meet individual and community needs.

To live long, healthy, and happy lives, we all depend on being in good health and wellness. To access services, receive social care support, or gain from population health gains, Doncaster needs to have strong partnerships and communities. We'll plan ahead, be proactive, and take swift action when necessary. Our strategy is centred on providing prompt, high-quality wraparound care and promoting good health throughout the life course. It is vital that we make sure people can start well, live well, and ultimately age well so they can enjoy later life in excellent health as our population ages. We will need to collaborate on this both locally through Doncaster City Council, the South Yorkshire Integrated Care System, and nationally across the Doncaster health system.



CEO Statement - Laura Arthur

The team here at Doncaster Mind are pleased and proud to share our plans and goals for the next 3 years. Doncaster Mind has been through a period of significant change and growth over the past 18 months and as a team we are dedicated to continue to serve our communities whilst highlighting the impact of our work and our hopes for the next 3 years.

Over the past few years we have been working in a difficult and changing environment, faced with unprecedented challenges, we are in the middle of a mental health crisis which was expedited by the Covid pandemic. During this time our organisation has seen a 52% increase in demand for our services with further restrictions on income, making supporting people who reach out for support even more challenging.

You will see from our Services and Year in Numbers, that we now have a variety of projects and interventions on offer that can be accessed in a variety of ways ensuring that we are able to support as many people across Doncaster as possible. As an organisation we are dedicated to ensuring that our services are relatable to many and that there is equity in all that we do. To ensure individuals who find it harder to reach out or face inequalities get the support and respect they need. To achieve this we will be working hard to influence and shape not only our services but as part of the mental health provision across Doncaster and will look to develop both existing and new services to support these developments. In 2022 we started our first Refugee Project - Settle which has focussed on supporting Ukrainian nationals who have resettled in Doncaster following the Russian Invasion. As part of our dedication to this work we will be looking at developing these services into other communities who face similar inequalities.

We wouldn't have been able to achieve any of this without the fantastic support and commitment of so many people including our staff, volunteers, trustees, fundraisers, and partner organisations to name a few.

As an organisation we are proud of the work we have achieved to ensure that no-one faces a mental health difficulty alone and we will continue to ensure our vision of Doncaster being a place which promotes good mental health and wellbeing, shares stories and encourages and educates its communities to thrive.



Chair Statement - Anne Symon

On behalf of Doncaster Mind Board of Trustees, I want to thank the staff and volunteers for their enthusiastic commitment and support to people facing mental ill health in Doncaster.

As a Board, we could not be prouder of our Organisation's achievements. Nobody could have anticipated the impact of the Pandemic and the effect it would have on our country's mental and physical health. During and post Pandemic, the Team embraced new digital ways of working to offer support to our community.

I am proud to announce that Doncaster Mind has now achieved the national Mind Quality Mark, which is a credit to those staff and volunteers who've worked tirelessly to develop our Services in an environment of ever increasing demand. The feedback from the review was extremely positive which I am happy to share:

'The review team were extremely impressed by Doncaster MIND and its overall open and reflective culture.

Three areas are particularly noted:

LEADERSHIP

The Management Team and the Board are strong leaders and there is a culture of open communication.

WORKFORCE AND CULTURE

There was a real sense of people coming together, everyone feels valued.

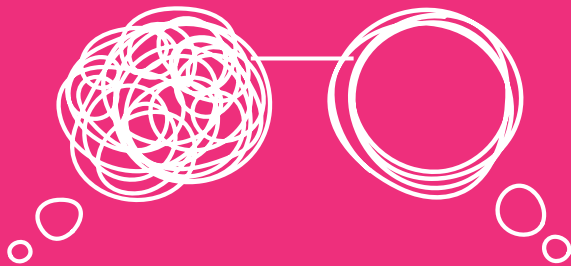
PROMOTING POSITIVE ATTITUDES TOWARDS MENTAL HEALTH

The Mental Health services offer is targeted to people who may face prejudice and an extensive peer support offers a range of activities to a wide audience.'

Feedback from the users of our services was equally positive. People feel they are greatly supported on their journey.

Our organisation has grown exponentially in the last year, and our dedicated Team continues to try and make sure that no one faces mental ill health alone.

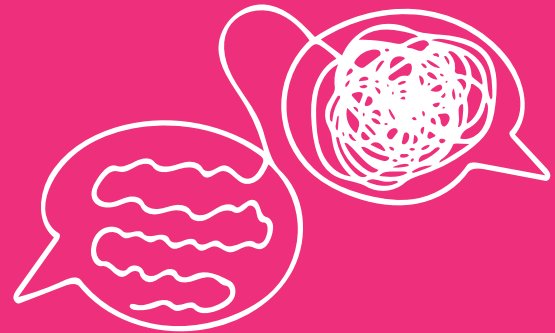
Our four strategic pillars are:



1. We connect minds

Bringing people together to make change in our communities.

- We will be inclusive, striving to engage and represent people across Doncaster and with partners across South Yorkshire
 - We will welcome everyone and ensure our services are both culturally and practically accessible to all.
 - We will build on our digital and face to face offer and deliver new, creative ways of working.
 - We will develop strong partnerships across Doncaster and South Yorkshire (in line with the Mind Federation Agreement) to enable us to create new services and support more people.
- Bringing people together to make change in our communities.



2. We support minds

Delivering life changing support

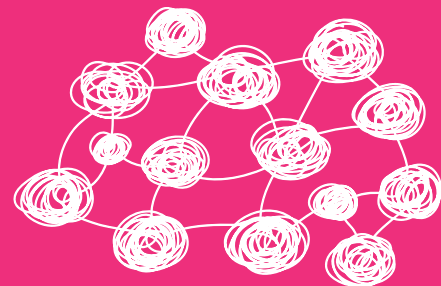
- We will value lived experience and make sure our clients' voices inform all our service design and development.
- We will increase the services available for children and young people.
- We will focus on areas of need aiming to deliver support where it is most required.
- We will provide one to one or group support that is right for each individual in a place of their choice.



3. We change minds

Speaking out and making mental health everyone's business

- We will increase awareness and the profile of Doncaster Mind, actively work to reduce stigma by changing public perceptions around mental health.
- We will be widely known and identifiable across the borough, share our quality and reliability openly.
- We aim to be the organisation of choice for those not only wishing to access services and support, but for those wishing to invest, sponsor, donate to and fundraise for us.
- We will share a range of stories, with a focus on some of the least heard mental health experiences.
- We will influence and challenge locally, using our profile to improve mental health services in our region.
- We will work with organisations to promote positive understanding of mental health in the workplace.



4. We engage minds

Working together to become an inclusive sustainable organisation

- Our People - We will build a diverse workforce that reflects our local community with an inclusive culture so Doncaster Mind is a great place to work with a supportive strong leadership team to support each team member's personal development.
- We will ensure our finances are robust by diversifying our income
- Excellent Corporate and Operational governance
- Develop the right infrastructure to support and facilitate growth and expansion into new areas (risk management, corporate compliance)
- Develop capabilities to become a more digital, data, insight and intelligence-informed organisation

Our Services

Wellbeing at Doncaster Mind

Our wellbeing service is delivered in partnership with Changing Lives in Doncaster. We run a range of activities, guided learning and wellbeing sessions throughout the year with our facilitated Peer Support groups providing a safe space for people to share experiences and develop coping strategies. This service is open to people aged 18 and over, living in the Doncaster area, who identify with mental health and wellbeing issues at no cost.

Guided Learning Courses

Our workshops and courses run once a quarter. We deliver both online and face to face groups. Weekly courses run for 6 - 8 weeks. Examples are Dealing with Anger and Getting to Know Anxiety.

Peer Support Groups

Each group has a different focus: active peer support, gardening, shared reading to support mental health and wellbeing. Participants are

encouraged to attend each session (up to 16 weeks) to get the most from the work we do towards mental health recovery.

One to One support

Our 1:1 support is designed to provide space to explore thoughts and feelings in a supportive setting. These sessions are weekly and time limited. We offer mentoring, counselling, and a Bereaved by Suicide service.

HIU

Our HIU (high intensity use) service works with individuals who show a reliance on emergency services in particular A&E. Our team takes a coaching approach to support people who access emergency services more than is typically expected, so that they can learn self-help and regulating strategies and connect with community based services which are set up to support them.

This lonely and misunderstood group of people often turn to emergency services because primary and statutory services have failed them. Whilst they may have medical/physical needs, they often also

have unmet social and emotional needs and complex backgrounds.

Engagement with such individuals can be difficult as gaining their trust takes time, but delivering person centred coaching and support results in increased quality of life for the individual and decreases or prevents their need to rely on our emergency services.

This service only works with individuals identified by DRI A&E as needing support due to the number of attendances registered at any given time.

Therapy service

To meet the current need in the community we are expanding our therapeutic services and are pleased to have been able to launch our own therapy service this year. Our aspiration is that we will be in a position to offer many different therapies under this service. To begin with, in addition to our funded counselling, we have developed our paid for Fast Track counselling model.

This is delivered by qualified and experienced counsellors aiming for clients on this service to begin counselling within 2 weeks, with as much accessibility as possible both in terms of face to face, online or telephone access as well as out of hours appointments..

We want the development of our therapy service to compliment and work seamlessly with our other one to one and group offerings.



Children & Young Peoples Service

Our young peoples service was launched last year and is a new service that provides support for young people between the ages of 16 & 25 who are finding it difficult to deal with negative emotions and any potential barriers in their lives.

Our service offers a mentoring goal focussed approach in which young people explore different tools and life skills to help them to maintain good health and discuss issues that are particularly important to them.

Our service is designed to put young people at the heart of what we do and we pride ourselves on delivering a quality service to individuals who need help.

One to one mentoring support – a 16 week programme in which mentors provide support with identifying personal and recovery focused goals and then providing support and encouragement for the young person to achieve them, increasing their resilience, independence and coping strategies.

Personal development courses – currently 'Discovering my more resilient self' – a 6 week course aiming to help young people learn what

resilience and confidence are, improve how they see themselves, identify barriers to resilience and confidence, how to communicate assertively, practice self care to build resilience for the future.

Information and guidance – we provide young people with information and guidance on what we do and the services we provide or signpost them to another more appropriate service.

Mental Health Community Connectors

Our team of mental health community connectors are based within the four localities of Doncaster (East South, North and Central). Each member of the team has a unique knowledge of and relationships with organisations, groups and services in their respective areas and are able to quickly connect members of the community in each locality to services and support that they need.

Our team also works with the new Mental Health Hubs which are part of Doncaster's Mental Health Transformation Plan.

The aim of the service is to be a known and trusted face in the community, to provide reliable and accurate information about services in each locality and to support people to connect with services already on their doorstep or where needed, with a central service. To provide early intervention and prevention support that addresses low level mental health, social anxiety and loneliness to increase community resilience.

Training

We are passionate about empowering our team and staff in other local organisations with information to take better care of their mental health and wellbeing. Our trainers deliver courses covering:

- Mental Health First Aid
- Mental Health & Wellbeing Awareness
- Mindfulness
- Stress Awareness and Stress Management
- Talking Mental Health
- Bespoke sessions suited to individual organisational needs

All organisations who choose us as their training provider are invited to join our Mental Health Champions Club which offers:

- Free training sessions facilitated during club events
- Support and opportunities to share best practice

Settle

This project responds to the specific emotional and wellbeing needs of non-UK nationals arriving in

Doncaster as refugees. Our support provides access to overall mental health/wellbeing for these individuals, reduces barriers and increases their social interaction with their locality by offering a feeling of belonging to a local community.

Currently this service is in its second year of supporting Ukrainian nationals arriving in Doncaster as a result of the Russian invasion of their home country as well as Ukrainians who are already settled here. We are currently co-producing and co-designing activities with an 'integration' theme for this group. We are also excited to begin work this year to provide similar support to the Afghan community.

This group is set up to facilitate English language practice in a safe and familiar environment, with the support of a facilitator who is a Ukrainian teacher of English. In addition to providing practical support to improve language and communication, this weekly session also provides a high level of regular peer support, reduces social isolation, improves wellbeing and helps the community to feel more like they belong. It is an open group and runs every Tuesday from 4.30pm until 6pm.

Children & Young People (CYP)

- Develop our CYP Service by offering multiple options of support and services
- Reduce the age of CYP accessing support from 16 to 11 years old
- Develop our Fundraising to invest in specific CYP services over the next 3 years
- Develop referral pathways in particular from GPs, Social Care and CAMHS – Children and Adolescent Mental Health Service (CAMHS)
- Advocate for CYP’s mental health support, amplifying their voice and co-producing solutions with them through our youth forums
- Support parents, families, and carers to help in recognition that families play a key role in supporting mental health outcomes for CYP
- Consider service enhancements in terms of physical location of services, dedicated CYP provision, work in and out of schools, digital provision, and services dedicated to certain key ages.

Reach & Accessibility

- Continue to deliver our Hybrid delivery model as wide as possible, this includes, remote/digital and in-person
- Develop and deliver satellite outreach areas across Doncaster to each locality and underrepresented groups
- Develop and deliver South Yorkshire wide services in partnership with other Local Mind Associations
- Ensure our services are relatable, informed and accessible to underrepresented groups
- Develop and promote our EDI (Equality, Diversity and Inclusion) strategy
- Reduce our waiting time to ensure that no-one is waiting longer than 4 weeks to access an intervention
- Ensure that all our services where practically possible are accessible outside normal working hours.
- Research and develop digital tools to support and increase the reach and accessibility across all services.

A robust digital strategy is of paramount importance for Doncaster communication and accessibility are crucial for any organisation, and A well-crafted digital strategy ensures that we can reach our target services through various channels. This not only enhances our visibility but broader audience, ultimately contributing to a more inclusive and

Service Development and Delivery

- Maintain and enhance our current services
- Develop an infrastructure which can grow as our services develop and grow
- Develop services targeted at specific client groups for example but not exclusive: parents, carers, older people, Autism Support and underrepresented groups
- Identify any gaps of support and look to support the development of this where appropriate with commissioners and partners.
- Continue to raise Doncaster Mind's profile through Commissioners, funders, VCSE – Voluntary, community or social enterprise organisation (VCSE) organisations and corporate partners
- Minimise our impact on the environment
- To collaborate with other organisations to deliver services both in Doncaster and in South Yorkshire

Our People

Our People include: Employees, Volunteers, Freelancers, Peer Supporters and Trustees

- Strengthen and diversify the board reflecting the diversity of Doncaster
- Continuously develop and improve our HR systems, policies and develop a supportive personal development offer
- Strengthen and grow a dedicated volunteering and peer support team
- Strengthen internal Communications
- Develop a Fundraising Strategy
- Become a mindful employer

Mind as it underpins all our activities. In today's digital age, effective for a mental health charity like Doncaster Mind, it's even more critical. audience efficiently, disseminate vital information, and offer support also extends our reach, making our resources and assistance accessible to a supportive community for those in need of mental health services in Doncaster.

Our Year in Numbers



1,395

People supported



203

Young people supported



8,756

Individual sessions across the organisation



1,351

Counselling sessions



240

Wellbeing sessions



475

Mentoring sessions



166

**Training
sessions**



104,044

**Website
visits**



104

**Active
volunteers**



1,993

**Volunteering
hours**



99.3%

**Say our service
quality is
excellent/good**



100%

**Of people will
recommend our
service**

Work | Donate | Fundraise | Volunteer

Fundraising

We simply cannot operate without the support of the local community – that means you! If you have an idea for fundraising from walking the nearest peak to sky diving or just gathering friends for coffee and cake, we will support you all the way. Just give us a call!

Donate!

We are a charity and a not-for-profit organisation so you can be assured that every penny of every donation goes towards helping us be there when someone needs us. However large or small, your donation can be life changing.

Work with us!

Working for Doncaster Mind is rewarding. Every day you will be working to improve the mental health of Doncaster people in the local area through our broad range of support services.



We're a registered charity (no. 1141146)
and a registered company (no. 07433894) in England.

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