

# Strategic Plan 2018-23

# The Need in 2017

Mid Powys Mind operates in the rural areas of Radnorshire and North Brecknock, an area of about 1700 square kilometres, with a population of around 30,000. It is one of the most sparsely populated areas in England and Wales in which over 50% of the population lives in villages, hamlets or isolated dwellings and where access to services is often difficult on foot or by public transport. (1)

There are only six towns - Llandrindod Wells, Rhayader, Builth Wells, Knighton, Presteigne and Llanwrtyd Wells - of which only Llandrindod Wells has a population of more than 5,000. (2)

Whilst the child population is falling in Powys, the over 65 age group is set to increase dramatically by 80% during the period 2008-2033. Currently those aged 75+ form nearly 11% of the population and over 42% of them live alone. (3)

In recent years there has been a 4.7% improvement in attitudes towards mental health in Wales 2011-14 (4) and legislation now gives mental and physical health equal priority in law, but there is still much to do to reduce stigma and raise awareness.

We know that, whilst 1 in 4 people will experience a mental health issue in any one year, only 25% of people with mental health problems will receive support and that over half of mental health problems start by the age of 14 and 75% by the age of 18. (5)

In **Powys** some significant mental health issues are:

There are 1,141 people on the GP's serious mental illnesses register and 1,183 people under the care of secondary mental health services in Powys. This is about 0.8% of our population and is in line with the Welsh average. (6)

Depression is one of the top three leading causes of disability with around 8% of the population being treated for depression or anxiety and one in four patients presenting to their GP dealing with depression. (7)

80% of people identified as having depression are managed in a primary care setting and the average GP will see at least one patient with depression during each surgery. (8)

Over 40% of those in their 80s are affected by depression.

Around three in four cases of depression are neither recognised nor treated and depression accounts for at least 75% of suicides in England and Wales each year. (9)

Around 5,140 people took their own lives in England and Wales in 2013, an average increase of 4% since 2012 with a 23% rise in Wales (10)

In Powys the highest rates of suicide are young men and the elderly (11)

Around 10-15% women suffer from post-natal depression (12)

1 in 10 children aged 5-16 has a diagnosable mental illness (13)

Up to half of clinically significant eating disorders are females aged 15-24 (14)

About 0.5% of the population are on the GPs dementia register and there are many more who will not have a diagnosis . This figure is set to rise dramatically within the next 8 years. (15)

Dementia prevalence increases with age, roughly doubling every 5 years for people aged 65+ and dementia is now the leading cause of death for women in Wales (16)

Many carers are over the age of 50 and research has shown that caring can have a detrimental effect on physical, emotional and mental health, especially for older carers (17)

# Mission

Improving mental wellbeing for people in Mid Powys

# Vision

Mid Powys Mind will be known as a place to go for information and support for those with mental health needs, their families and friends. We will promote mental wellbeing in the wider community. We will respond to local, individual and community needs regarding these issues with up to date proven methods, working closely with other voluntary and statutory organisations. We value individuality and work to raise awareness.



# Values

- Enabling** We provide support and learning that enables and empowers people
- Inclusive** No-one will be turned away and we will try different ways to reach out to those who need us
- Independent** We develop our own values and principles
- Innovative** We try out new approaches, aiming to lead the field with new ideas
- Respect** We respect our members, volunteers, staff and community and their individual needs and beliefs
- Responsive** Internally we listen to our members, volunteers, staff and directors. We evaluate our services, review our policies and practices regularly and respond to needs. Externally we consult and work with partners to address local or national needs and developments
- Safe** We provide a safe and healthy workplace for staff and volunteers. We put policies in place for clarity and protection of staff, volunteers, members and directors. Our services help to keep members safe in a confidential environment
- Transparent** We are honest and open about our business, our services, our policies and practices

# Strategic Aims and Objectives

We have identified 5 strategic aims on which we will concentrate to achieve our Mission and Vision:

- To sustain and improve the quality of our services by being responsive, proactive and innovative
- To develop new services, projects and products that reach out to our rural population and enhance recovery and wellbeing of people aged 16+
- To seek partnerships, collaboration and integrated working with statutory agencies, community organisations, national and other local Minds in order provide the best services for our local communities. This will also enable us to make the best use of resources, maximise impact and influence strategy
- To ensure that Mid Powys Mind is a great place to work and volunteer
- To maintain and improve current levels of funding and improve financial sustainability

Each strategic aim is supported by a number of measurable objectives.

## To sustain and improve the quality of our services by being responsive, proactive and innovative

- Continue to use members' experiences as a key measure of quality and as a tool for improvement
- Develop and improve our systems of monitoring and evaluation of existing and future services with a strong focus on outcomes and responsiveness to members' and funders' identified needs
- Carry out research into innovative approaches and good practice to inform development of future services, using academic partners where appropriate
- Seek funding to deliver new developments based on evidence from research
- Develop systems to provide evidence that our services provide good value for money and that shows how our services can contribute to the efficiency and effectiveness of the local health and social care provision

To develop new services, projects and products that reach out to our rural population and enhance the recovery and wellbeing of people aged 16+

- Build on the success of our current Big Lottery funded project
- Improve digital service delivery through our website and Facebook page
- Find new ways of reaching out to people and reducing the isolation of the those who live in the most rural locations and those aged 65+

To seek partnerships, collaborative and integrated working with statutory agencies, community organisations, national and other local Minds in order to provide the best services for our local communities. This will also enable us to make the best use of resources, maximise impact and influence policy and strategy.

- Build on existing good relationships with PTHB to embed MPM services and integrate them fully into statutory provision
- Develop closer links with other community organisations to provide coherent, joined up services for local people
- Provide information, education and training for local schools, colleges and employers about the importance of good mental health and wellbeing and the services available for support
- Continue to exploit opportunities for collaborative working with national Mind and other local Minds to expand and develop new services which fit with our Vision and Mission
- Participate and lead the field in local forums and meetings to influence policy, strategy and future developments

## To ensure that Mid Powys Mind is a great place to work and volunteer

- Provide training and development opportunities to ensure that staff and volunteers are competent and well qualified so that they may excel in their roles and develop their careers
- Develop new/additional ways to recognise the contribution of staff and volunteers and to celebrate their successes
- Continue to ensure good quality, regular supervision and support to staff and volunteers from their managers that is consistent with their needs and the needs of Mid Powys Mind
- To review Job Descriptions and analyse jobs to ensure there is a transparent, fair system which provides parity of pay
- Improve corporate governance at Board level by applying the *Principles of the Code of Good Governance for the Third Sector in Wales*
- Look for new ways of working to free up management time for development

# To maintain current levels of funding and improve financial sustainability

- Make timely funding applications for existing and new services
- Utilise opportunities for joint funding applications
- Work towards being financially self-sustainable through income generation from our Training Portfolio
- Recruit future Board Directors who have specific experience and expertise
- Regularly monitor and review budgets and financial position
- Set up a 'Friends of Mid Powys Mind' group with a fundraising role

# Monitoring and Review of the Strategic Plan

Our Strategic Plan is a five year plan for the period 2018-2023. It has been designed by the Board of Directors together with Senior Managers and it builds on a recent consultation exercise with all staff.

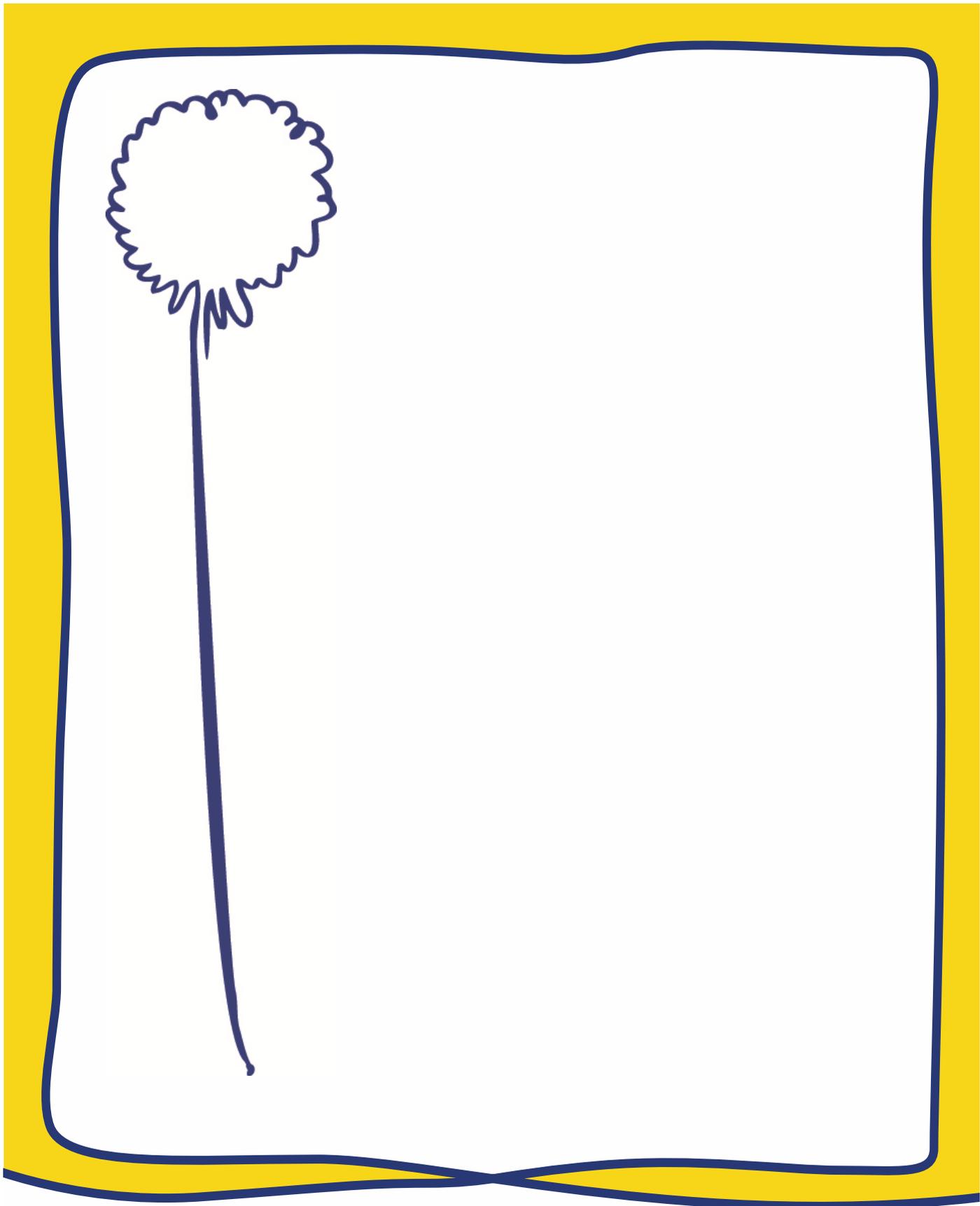
Senior Managers and Directors with particular responsibilities will report on progress towards the strategic aims and objectives at monthly Board meetings.

We recognise that we live in a time of accelerated change and will review the whole plan annually, modifying it whenever necessary to ensure that it is still relevant and that our priorities are still appropriate.

# APPENDIX I – Sources for Identifying Mental Health Needs in Mid Powys

The figures to identify needs have been taken from Powys County Council website <http://www.powys.gov.uk/en/statistics/view-statistics-about-your-area/> and the following key documents:

- One Powys Plan
  - Welsh Index of Multiple Deprivation 2008
  - Together for Mental Health in Powys Annual Report 2012-13
  - Time to Change Wales website [www.timetochangewales.org](http://www.timetochangewales.org).
  - Draft Wales Dementia Strategy
  - National Mind and Mind Cymru Strategy 2016-2021
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- (1) – (3) Population figures calculated from Powys County Council Local Area Profiles based on Census Data with annual updates and from Powys in Figures Population 2015, the One Powys Plan and the Welsh Index of Multiple Deprivation 2008
  - (4) The 2014 Attitudes to Mental Illness Survey (prepared for Time to Change Wales)
  - (5) Mind Cymru Strategy 2016-2021
  - (6)– (9) Hearts and Minds: Together for Mental Health in Powys Annual Report 2012-13
  - (10)-(11) Public Health Wales Observatory from ONS
  - (11)-(12) Hearts and Minds :Together for Mental Health in Powys Annual Report 2012-13
  - (13) ONS Mid Year Population Estimates
  - (14) -(16) Hearts and Minds : Together for Mental Health in Powys Annual Report 2012-13



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