



 mind Birmingham

Strategic Plan 2022 - 2025

We are

Birmingham Mind

Established in 1962, we have become known for our delivery of high quality, recovery-based care and support, that truly puts the person at the centre of what we do.

We have extended our reach into new areas of work which includes; workplace wellbeing, increasing our work with GPs and providing front door access to mental health support in Birmingham and Solihull.

We remain affiliated with National Mind, yet remain a local Birmingham based independent charity governed by our own Trustees.

Vision & Values

Our Vision

Better Mental Health For All

Our Values



Respect



Partnership



Recovery



Wellbeing

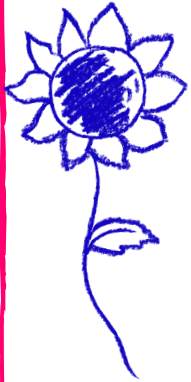


Prevention

Birmingham Minds' Impact

In the last 2 years we have supported over 50,000 people and we continue to ensure that our person-centred care, is effective, efficient, empathic and impactful.

We continue to meet our objective for improving people's knowledge of mental health through our dedicated training team.



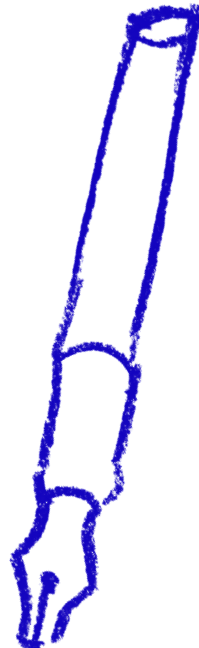
Reflections

Birmingham Mind has a strong focus on improving mental wellbeing for all as well as providing services for people with longer term needs.

We have increased the numbers of partners we work with, in the belief we can do more together. However, there is still much to do!

Strategic Aims

- Make a positive impact on people's mental health and wellbeing.
- Speak out to make "Better Mental Health For All" become a reality.
- Innovate and continuously improve our services and our organisation.
- Ensure our environment supports wellbeing.
- Be inclusive and tackle inequality in all areas.
- Continuously strengthen our foundations.



Actions

- Ensure we make a positive difference to our local communities by working with others to challenge systems and deliver what is needed.
- Work to ensure every person that needs support gets support.
- Celebrate uniqueness as we root our services in people's needs and values.
- Improve mental health awareness and challenge stigma and discrimination in our communities.
- Be responsible about the environment and create buildings that support mental and physical wellbeing.
- Harness digital services to support our ambition.
- Give staff and volunteers the training opportunities they need to enable them to provide services that make a positive difference to individuals.

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*Be honest about mental health.
Don't cover it up.*

No bull!

 If this speaks to you, speak to us
0121 262 3555
#mhaw #SpeaktoMind
Show your support Tag us @birminghammind

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I Support Mental Health Awareness Week.

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17 Graham Street, Hockley, Birmingham B1 3JR

T | 0121 262 3555 E | help@birminghammind.org

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