



Neath Port Talbot

Castell-nedd Port Talbot



Strategic Plan

2021 - 2024



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Thank you to our Funders



Foreword

We are really pleased to share with you our Strategic Plan here at Neath Port Talbot Mind for the next three years. Our strategy is the framework that we will use to make decisions in the years ahead, help us to prioritise, and remain true to our purpose and core values.

The development of this strategy took several months, and through various consultations and conversations, has benefitted from the involvement of as many people as possible- with trustees, staff, volunteers, people with lived experience of mental health problems who access our services, carers, funders, and other relevant stakeholders- all sharing their views, experiences, insight, and feedback on how NPT Mind should meet the changing needs of our local communities.

This 2021-2024 Strategic Plan is being launched during a period of great uncertainty due to the ongoing global pandemic, and we appreciate that addressing the mental health emergency will require a long term, concerted effort by all.

Here at NPT Mind, we are determined to rise to this challenge, by meeting the growing demand for our services anticipated in the coming years, through the development and delivery of innovative services, being agile in our response, whilst realising that the long- term effects of the Covid19 pandemic are still not fully known.

This plan will provide the framework for making decisions about our charitable work, deciding between competing priorities, and steering our course over the next three years. It provides an over-arching framework to support the development of our annual business plans. We believe that this strategy will equip us to continue delivering high quality services across our local area, along with developing new services which align with the needs of the communities we serve. We will review this strategy regularly, to ensure that it is still relevant in these uncertain times, whilst considering the economic, political, and post-pandemic world we are now living in. This Strategy may change over the course of the next three years due to the uncertain times we now live in.

As part of a federated network, we have been part of the movement to ensure mental health is not hidden anymore. For millions of people, mental health is now something to increasingly be open about, rather than be ashamed of. But we also appreciate that there is much more that needs to be done.

We are aware that waiting lists to access help are far too long. We know that people are pushed into poverty because of their mental health difficulties. Racialised communities struggle to access culturally and linguistically appropriate services. And a generation of young people are dealing with anxiety, trauma, and self-harm.

The pandemic has exposed the realities of mental health for so many people, and the risk is growing daily.

 **This is a unique moment for
mental health and for Neath Port
Talbot Mind **



Our vision, our mission, our values

Here at NPT Mind, we have developed the 2021 - 2024 Strategic Plan with our vision, mission and core values firmly underpinning all that we do and will do to address the challenges outlined.

Our vision We won't give up until everyone experiencing a mental health problem living in the Neath & Port Talbot area gets both support and respect.

Our mission To empower and support anyone living with a mental or emotional health problem. To deliver a range of excellent services and promote positive mental health and wellbeing.

Our values

- Open** we reach out to anyone who needs us
- Together** we're stronger in partnership
- Responsive** we listen, we act.
- Independent** we speak out fearlessly.
- Unstoppable** we never give up.

We look forward to the next 3- year period with an eager anticipation as we continue with our commitment to offering support, services, and a warm welcome to all who access our organisation.

Supporting Neath and Port Talbot



Neath & Port Talbot Mind Association was set up in 1984 by a group of people with an expressed interest in mental health, and/or who experienced mental health problems, or cared for individuals who did. The group affiliated to the National Mind Network in 1987, and initially worked across the Neath area until it merged with Port Talbot Mind to become Neath & Port Talbot Mind Association in 2007. NPT Mind is both a registered charity and a company limited by guarantee. Our services now cover the entire Neath and Port Talbot borough.

NPT Mind has developed over the years into an established mental health and wellbeing support charity for people experiencing both mental health and emotional health problems, with over 37 years' experience of supporting people living in the borough. We offer a diverse range of services, based on client need, available resources, and in line with current strategic priorities and frameworks, both locally and on a national basis. The Charity has a paid staff team, the majority of whom work part time, and whose work is enhanced by a small, dedicated team of trained volunteers. The organisation is managed by an Executive Board of Trustees, consisting of professionals who have an interest in mental health issues and/or have lived experience.



**“ I always leave this place
feeling that I matter ”**

Responsive to need in Neath and Port Talbot

Neath and Port Talbot has a health profile largely worse than the average for Wales, with lower-than-average life expectancies for both men and women¹ as well as lower-than-average years of healthy life for men and women². Alcohol consumption, premature death from heart disease and suicide are all more prevalent in Neath and Port Talbot than the average for Wales. Many areas in Neath and Port Talbot are more deprived than the average for Wales, with higher-than-average unemployment rates and lower than average household disposable income levels³.

It is well documented that people with severe, enduring mental health problems die on average 20 years younger than the general population, and frequently experience one or more long term health problems. Neath and Port Talbot data captured in the Western Bay Population assessment in 2017 highlighted that in 2015, 26,854 people across the Neath and Port Talbot borough were diagnosed with at least one mental health disorder, with 4,544 being diagnosed with a personality disorder and 516 people with a psychotic illness. We know that, nationally, 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 (Mind Cymru Strategy 2016-21). We also know that 50% people wait over 3 months for talking therapies.

Neath & Port Talbot Mind aims to promote good mental health through the delivery of high-quality services as early as possible, and campaigning for positive change in public understanding of mental health and in provision of services for people when needed. We are committed to the highest standards of ethics and integrity. We are responsible to the people we support, to each other as colleagues, to the community we live in and the environment we inhabit.

¹ [Life expectancy by local authority and gender \(gov.wales\)](https://gov.wales/life-expectancy-by-local-authority-and-gender)

² [Summary statistics for South West Wales region \(gov.wales\)](https://gov.wales/summary-statistics-for-south-west-wales-region)

³³ [Regional economic and labour market profiles, July 2020 \(gov.wales\)](https://gov.wales/regional-economic-and-labour-market-profiles-july-2020)

Our services

 **mind**
Neath Port Talbot
Castell-nedd Port Talbot



Talking therapies

Counselling
Active Monitoring
Trauma Resilience
1 to 1 support

Managing Anxiety and depression
Mums Matter
Women's Group
Mens's Group
OCD Support
Yoga and Mindfulness
Managing difficult emotions
Grief and loss group

Weekly support groups



Children and Young People

Counselling (14+)
1 to 1 Support
Support Groups
Workshops

Benefits and Welfare Rights casework
'Money and me' Project

Welfare Rights



Training

Trauma awareness training
Online/Phone Therapy training
Workplace Listening skills
Mental Health awareness and support
Bespoke training packages

Response to the Covid-19 pandemic

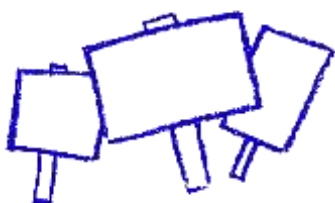
Working hard to create, maintain, and **set an example of an environment conducive to good mental health** and wellbeing for our staff, volunteers, and clients.

Working in partnership with our local Welsh Assembly Minister to develop and deliver a Trauma Awareness Campaign, supporting local businesses, staff, and customers during the pandemic.

Moving services online and providing bespoke, personal support for this move to be accessible for people – including technical support and equipment to ensure services are **as accessible as possible for all**.

Being **agile in our response to the pandemic**, working with partners to continue to meet local needs during this challenging time, whilst being creative and agile in the way we delivered our services

We have come a long way in the last 3 years, though we appreciate that there is a long way to go, with much more to be done to realise our vision and ambitions.



♻ We won't give up until everyone experiencing a mental health problem gets both support and respect ♻

Our Strategic Plan for 2021 – 2024

Engagement

We will continue to connect with our local communities and other organisations to ensure we keep listening and maximise the impact and reach of NPT Mind.

Development & co-production

We will continue to nurture existing and develop new services and approaches to services to meet the needs of our communities.

Partnerships

We will continue to build and nurture positive and productive partnerships to maximise our collective impact.

People

Continue to invest in our staff, trustees, and volunteers to ensure we set an example for workplace wellbeing and are well positioned to offer high quality services.

Financial stability

To ensure the long- term financial strength and viability of the organisation.

Engagement

We will continue to connect with our local communities and other organisations to ensure we keep listening and maximise the impact and reach of NPT Mind.

This will be achieved through:

Continuing to be innovative in collating feedback which will be monitored and evaluated to ensure that the needs of people accessing our services are heard, valued, and reflected in the services we offer.

Ensuring our website and social media continues to develop, and is as accessible as possible to reach current, as well as new and diverse audiences.

Continuing to increase our digital offer, building on what we have achieved over the last couple of years, whilst retaining face-to-face services as part of our blended approach to services.



Development & Co-production

This will be achieved through:

Developing existing and new targeted services that meet and address needs from under-represented groups within our communities.

These will include:

1. Carers
2. Minority ethnic communities.
3. Children and Young People- with a focus on trauma
4. People living in rural communities
5. People living on low income/experiencing poverty

Carrying out research into innovative approaches and good practice to inform development of future services, working with partners where appropriate.

Continuing to ensure that individuals who have lived experiences of mental health problems play a key role in every aspect of planning, development, and delivery of our work.

We will continue to nurture existing and develop new services and approaches to services to meet the needs of our communities.



Partnerships

We will continue to build and nurture positive and productive partnerships to maximise our collective impact.

This will be achieved through:

Continuing to develop and nurture relationships with statutory and third sector organisations within our communities to provide timely, high quality, responsive, seamless services for local people.

Exploring collaboration and consortium with other organisations and continue to utilise opportunities for joint working with Mind (both national and locally) to expand and develop new services that help us address the needs of our local communities.

Continuing to build relationships/partnerships with local businesses, community groups, employers in the area.



People

We will continue to invest in our staff, trustees, and volunteers to ensure we set an example for workplace wellbeing and are well positioned to offer high quality services.

This will be achieved through:

Continuing to strengthen our infrastructure and workforce, ensuring we have the right organisational structure to maximise our benefit, and that we have the right staff, trustees, and volunteers to support our work.

Continuing to champion mental health in the workplace and encourage an inclusive learning culture, that enables sharing, collaboration, and development across all parts of the organisation.

Re-developing our service delivery models to ensure involving volunteers becomes integral and embedded into all areas of service delivery, whilst ensuring we have the appropriate mechanisms and structures to support this.



Financial stability

We will ensure the long- term financial strength and viability of the organisation.

This will be achieved through:

Building on and developing existing relationships with commissioners in preparation for procurement, and potential opportunities.

Investing in key infrastructure.

Continuing to diversify the organisation's funding base.



Monitoring and review of the Strategic Plan

We recognise that we live in a time of rapid change, and will review the plan annually, modifying it where necessary to ensure that it is still relevant, that our priorities are still appropriate and the best use of available resources.

We accept that the next three years will be challenging, however, we remain confident that Neath & Port Talbot Mind will achieve our stated aims and aspirations over the coming years. We have a well-trained, motivated staff, trustee and volunteer team who are absolutely committed to meeting the needs of some of the most vulnerable people in our community.

We look forward to the next 3 years with an eager anticipation celebrating 40 years of Mind in Neath in 2024. We continue with our commitment to offering support, services, and a warm welcome to all who reach out to us.



A huge thank you to our kind funders and friends





@nptmind

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