



**No Mind  
Left Behind:  
Our Strategy  
to 2030**



# Foreword

I know you're reading this strategy because, like me and the team at Mind, you are passionate about the nations' mental health and want the absolute best possible outcomes for people up and down the country. Right now, there is much to do and much to fight for. There are currently 1.9 million people in England on the waiting list for mental health support, the prevalence of mental health problems in children and young people across England and Wales has increased to 1 in 5 and people living in poverty and from marginalised communities have the worst outcomes. Enough is enough.

We at Mind have spent some time reviewing and strengthening our pioneering strategy first developed in 2020. We have streamlined some of our intentions, with a laser-sharp focus on impact and social change. We have worked hard internally to make sure we are an organisation fit for the future.

**Mind** strategy to 2030

The Mind Federation is currently made up of more than 100 local Minds, more than 175 shops and national Mind. We are also in solidarity with many other organisations across the sector, especially those who are providing equity and expert support to racialised communities, young people and people living in poverty. Together we are a force of nature.

We want to power up our collective impact and keep building the social movement that has evolved over the last 80 years. Our strategy is a commitment to the people of England and Wales. We will make sure that no mind is left behind.



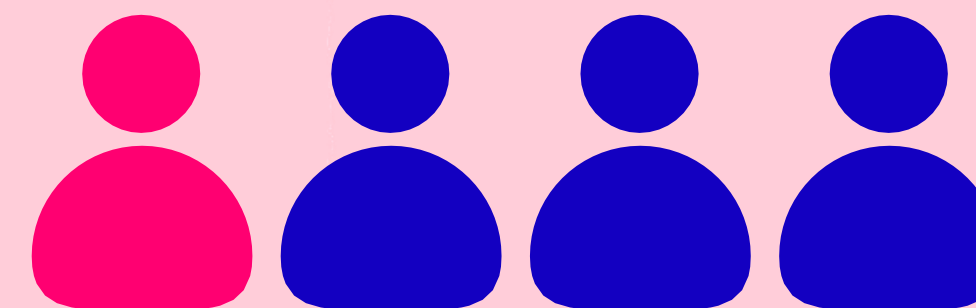
**Dr Sarah Hughes**  
**Chief Executive Officer**

**“ We won’t give up until every person in the UK experiencing a mental health problem gets the support and respect they deserve.”**



# We are in the middle of a mental health emergency.

Every year, 1 in 4 adults in England and Wales will experience a mental health problem of some kind.



Too many of these people are currently waiting for mental health treatment. People are arriving at services more unwell than ever before.

**The number of children referred to emergency mental healthcare in England has soared by more than 50% in 3 years, with 1 in 5 children in Wales reporting very high levels of poor mental health symptoms.**

This comes at a time when we have seen mental health deprioritised by the UK government and funders, accompanied by deepening inequalities and social injustice.

# 2020

In 2020 we launched an ambitious strategy which focused on supporting the people disproportionately affected by mental health problems. Since then, unmet needs have continued to rise and it's become clear that we must evolve our plans to have the biggest impact possible.

**Mind** strategy to 2030

# 2023

In 2023 we reviewed and re-focused our strategy, and here we set out how we will put this into practice to tackle the mental health crisis with powerful impact up to 2030.

Alongside colleagues across the federation and the wider sector and our invaluable volunteers, supporters and partners, our strategy will guide our focus which will be delivering against four clear objectives.

# 2024

**We will build on the best things we have done over the last 80 years. When people are mentally ill, they will get the best help on offer. And we won't stop until people can thrive in mentally healthy lives.**

## Our 4 objectives to make sure everyone with a mental health problem gets the support and respect they deserve:

Every person and community in England and Wales will know that they can turn to Mind because we are the most trusted mental health ambassador, advocate, partner, retailer and local and national service provider.

We will inspire more people to support Mind, so we can fund, design and deliver the best mental health provision, knowledge, innovation and campaigns across our federation, with our equity partners and on our high streets.

We will prioritise working together across our federation, with a focus on sharing resources, amplifying voices, sharing spaces and influence. Together we will focus on positive impact for our beneficiaries and communities.

We will create a mentally healthy nation by working to eradicate social injustice and inequality in mental health through campaigns, policy influencing and insights.

**In April 2024 we moved into our new strategic implementation period 2024-2030**



# Mind's Strategic Pillars

- Our central strategic pillars are the fundamental areas of work we'll focus on as an organisation to put our strategy into action.
- Our pillars guide all the work that we do, sit across different directorates and local Minds, and form our strategic objectives and plans.
- Our pillars will be underpinned by our culture, a commitment to innovation and a commitment to measuring the impact of our work

**01 Changing Minds**

**02 Engaging Minds**

**03 Equitable Minds**

**04 Supporting Minds**

**Strategic pillar:**

# Changing Minds

# 01

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- We'll create a step change in mental health awareness to lock in improvements in public attitudes towards mental health and mental illness, with a focus on the least understood experiences.
- We'll speak out when things aren't right and demand mental health support that respects our rights, keeps us safe, and gives us hope, regardless of our background.
- We'll speak out when discrimination or racism harms people and communities' mental health.
- We'll work alongside adults and young people, especially those who are often ignored, so they can be a powerful force for change with Mind as a partner.
- We'll tackle injustice and inequity in the design and delivery of mental health services.

**Strategic pillar:**

# Engaging Minds

## 02

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- We'll engage more of our fantastic supporters, inspiring them to use their time, money and voice to help us meet our ambitions – ensuring everyone with a mental health problem gets both support and respect.
- We'll work shoulder to shoulder with local Minds to increase the impact of their life-changing services and local influence.
- We'll tailor our approach to local and national audiences to optimise our federation-wide impact on policy and decision making. This will involve creating a place-based approach in England and devolution framework in Wales.
- We'll work with the public in creating a world where our mental health can thrive. One where when we are ill, we get the best support without discrimination.
- We'll build the vision for 2026 and beyond through The Big Conversation Mental Health 2030.

**Strategic pillar:**

# Equitable Minds

# 03

**Mind** strategy to  
2030

- We'll design from the margins in a renewed effort to break the links between poverty, racism and mental illness.
- We'll become an organisation that embeds anti-racism in everything we do.
- We'll become influential advocates for young people's rights in mental health, working closely with our Youth Voice Network to shape our approach.
- We'll work with partners and the federation to put beneficiaries at the heart of implementing the pioneering Advancing Mental Health Equalities Framework.
- We'll ensure Mind is a diverse, inclusive and equitable place to work, and ensure our internal and external work is relevant to all marginalised groups.

**Strategic pillar:**

# Supporting Minds

# 04

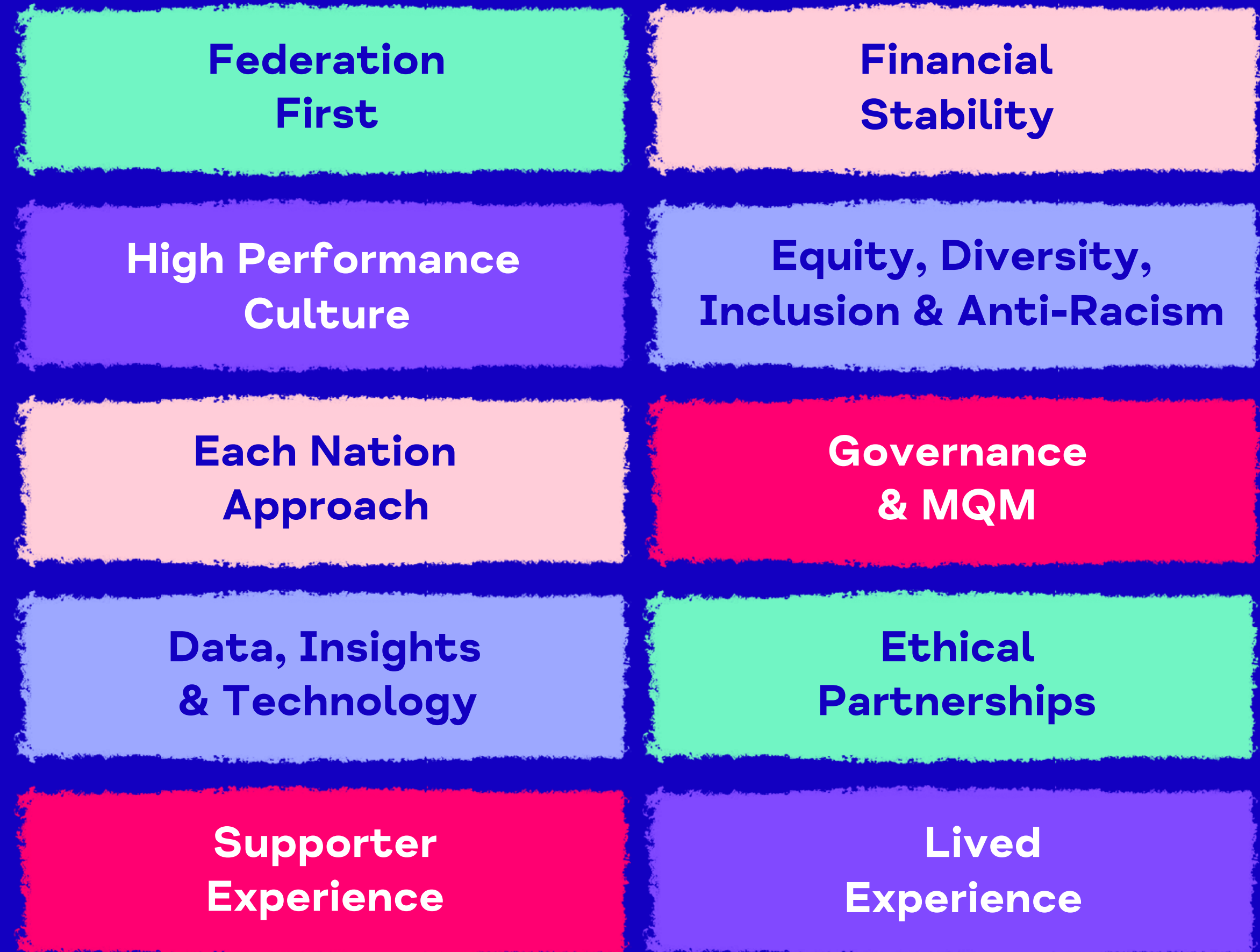
**Mind** strategy to 2030

- We'll provide information that supports people with mental health problems to get help when they need it, assert their rights and live their lives to the full.
- We'll continue to support the peer support movement and provide somewhere safe to give and receive peer support 24/7.
- We'll support and fund local Minds and partners to innovate, deliver and scale mental health support. This will be via a suite of interventions, to improve beneficiary impact federation-wide on service experience, quality and personal outcomes.
- We'll use a design from the margins approach to underpin co-production and our commitment to equity in mental health.
- We'll work shoulder to shoulder with local Minds by developing the co-investment model with our shops and creating a community hub that acts as a gateway to Mind's services.

# Our framework for delivery

These enablers will guide our work and enable us to deliver against our objectives, ensuring increased value for money and improved outcomes for beneficiaries.

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