

## At a glance - Our 2021-2024 Strategic Business Plan



### The Life House

Grasmere Terrace, Columbia, Washington, NE38 7LP

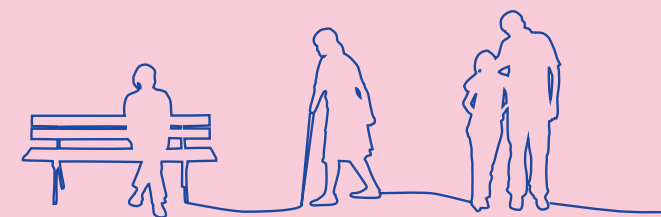
**Call:** 0191 417 8043 **Fax:** 0191 415 1593

**Email:** [info@washingtonmind.org.uk](mailto:info@washingtonmind.org.uk)

**Web:** [www.washingtonmind.org.uk](http://www.washingtonmind.org.uk)  
[www.wellbeinginfo.org](http://www.wellbeinginfo.org)

**“It has saved at least 2 lives in our organisation so well worth attending”**

A Life Worth Living Delegate



Seeing people - not problems...

# About Washington Mind

**There is little doubt that Washington Mind has stood the test of some extremely challenging times and like most charities in the voluntary sector the year of the COVID-19 pandemic has been the most challenging yet.**

Since the lockdown the organisation adapted quickly and responded to the needs of our community this meant supporting our service users by telephone and through online support. We have not furloughed any staff and have managed to offer telephone, text and online support to our service users. This has been really well received and the feedback about the support we have continued to offer has been extremely positive. Our Social Support Facebook page has over 170 members, our young people's social media has hundreds of followers. We are also delivering virtual craft groups, choir, exercise classes, quizzes and film

and book clubs. We continue to develop new ways of working including establishing a new Live Chat service and delivering virtual mental health training.

Washington Mind takes a very creative approach to Mental Health, through the use of counselling, alternative therapies, training, volunteering, group work, the arts, exercise, photography and digital resources. A big part of the work is enabling people to better help themselves and helping to equip our society with the skills to support one another. Providing information and resources is a big part of the work they do. An information hub is available in the Life House and online resources are available through their [www.wellbeinginfo.org](http://www.wellbeinginfo.org) site, social media and their new Reasons2 app.

## Vision Statement

**A society that understands and is active in improving mental health and wellbeing and building the emotional resilience of people of all ages.**

## Mission Statement

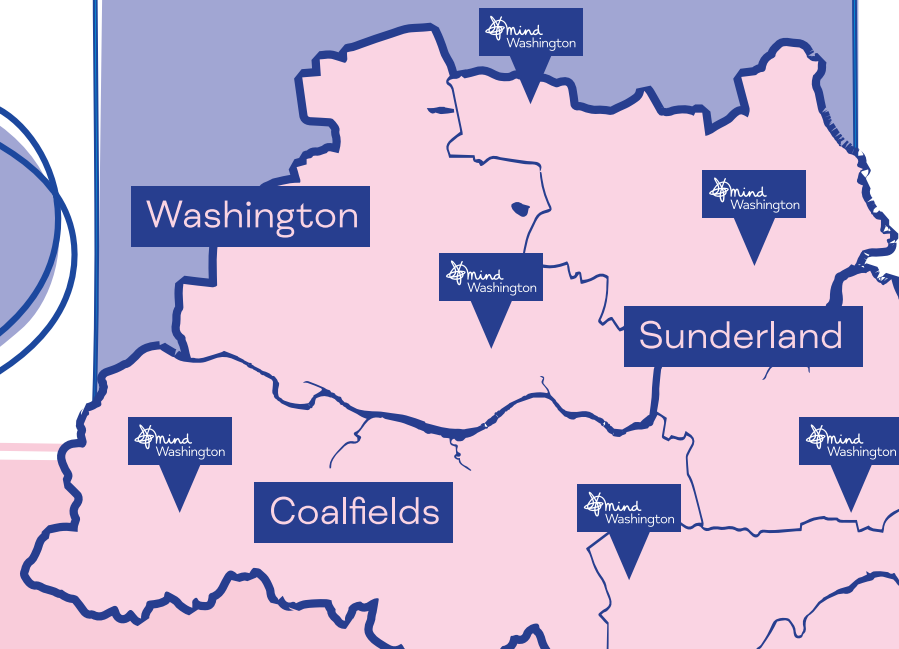
**Washington Mind's mission is to work in partnership with our community to promote recovery and improve mental health and wellbeing.**

**"I loved it. ....respectful and skilful trainer, who guided us safely through a topic that as a society we tend not to speak about. This was very much evidenced by participant's willingness to talk"** The Stories We Tell training delegate

All local Mind like the Washington branch are affiliated to national Mind but are all independent charities in their own right. The network of 140 local Minds worked with 348,368 people across England and Wales last year, providing 1040 services.

One size definitely does not fit all and the people who come to Washington Mind can choose from a whole range of activities that can improve their Mental Health & Wellbeing.

Washington Mind offer support that is built around choice and current activities include: information resources (including websites and digital resources), counselling, alternative therapies, telephone support, therapeutic group work, psycho-educational sessions, wellbeing activities, training and volunteering opportunities. We currently work in various venues across Sunderland, Washington and the Coalfields.



# We Are Part of The **Mind** Network

## Mind Vision

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

## Mind Purpose

**We are Mind.**

**We connect minds**

We bring people together to make change in their communities.

**We support minds**

We deliver life-changing support.

**We change minds**

We speak out and demand better from policymakers and the public.

**We're here to fight for mental health.**

**For support. For respect. For you.**

## Our fundamentals

- Our work will always respond to the needs and preferences of people with mental health problems.
- We put people first. So our work isn't defined by mental health diagnoses.
- We are committed to anti-racism.
- The Mind federation supports people across England and Wales. We also work closely with partners in Scotland and Northern Ireland.
- We're focused on supporting people aged 11 and over.

## Who we are

The Mind federation includes the national charity, Mind Retail, and a network of over 100 local Minds in communities across England and Wales. We are united by our common purpose. Our work is enabled by the generosity of funders and supporters.



Since the start of Mind's last strategy (April 2016):

Our mental health information has been accessed over  
**14 million times**  
each year



Local Minds have provided life-changing support to over  
**300,000**  
people per year



On average, our online peer support community has been used by over  
**100,000**  
people each year





## Chair's Introduction

On behalf of my fellow Committee members I would like to begin with a huge thank you to our staff and volunteers for their commitment to supporting people struggling with the impact of mental health issues.

We have received outstanding feedback from our Quality reviewers so to quote them...

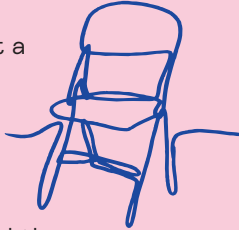
'The organisation has a remarkably motivated, skilled, and passionate team of trustees, staff and volunteers. A very strong leadership team, and a clear sense of identity and mission is evident across the organisation. There is a palpable sense of pride in what the organisation is delivering and the way in which this is being done.

The feedback from service users suggests that this pride is deserved. People greatly value the support that is offered by Washington Mind and the way in which they can direct and influence this support. More than one person referred to the organisation as having been a life saver - the impression

was that this was not just a turn of phrase'.

As a board we could not be more proud of the achievements of our charitable organisation and the people who make it happen. None of us could have anticipated what 2020 would bring, the terrible loss and the impact this would have on the nation's physical health, mental health and wellbeing. The team have worked throughout the Pandemic, embracing new digital ways of working and finding different ways to offer the support our community needs now more than ever

The charity will celebrate its 40th Birthday in 2021 – it would be wonderful if we could do that by coming together to celebrate.



**Bernie Cornish**

## CEO Overview:

**As a team we are all pleased and proud to present our plans for the next 3 years. Our plan also highlights the impact of our work during the last 3 years and our hopes for the next. Every year I say that we are working in a difficult, challenging and changing environment but like all of you we had no idea what we would all be facing in 2020.**

In the lead up to the Pandemic we were coming to the end of another busy year, you will see from our 'Year in Numbers' just how busy we were. We couldn't have achieved any of this without the fantastic support and commitment of so many people – our staff, volunteers, trustees, fundraisers, partner organisations and many more. It's very much a team effort, and we wouldn't want it any other way.

Over recent months, many of us have faced difficult feelings of isolation due the impact of coronavirus. But loneliness isn't just a personal experience; it's also one of the leading public health challenges of our time

which is why it is so important that we continue to find ways to connect. Funders have recognised this and have supported new projects that address key current issues of suicide prevention, loneliness, isolation and grief.

We are all proud to be associated with an organisation that passionately believes in improving everyone's mental health. We want Sunderland to be a safe place to come together talk about and take care of mental health and wellbeing. We believe we will emerge stronger from the pandemic and working together we will face the challenges ahead.



**Jacqui Reeves CEO**

**"Counselling has been like another set of footprints in the sand as I've unravelled my life and moved forward"**  
A Counselling Service User

## Our Mission Statement...



Washington Mind offers a range of mental health and wellbeing services and training to respond to the needs of local people who are experiencing, or who are at risk of developing, mental ill health and emotional distress or are looking to improve their wellbeing.

"Our mission is to work in partnership with our community to promote recovery and improve



The Life House is Washington Mind's main base and provides a range of mental health support, information resources and wellbeing activities. We work with local partners to offer accessible services tailored to the needs of the community.

We now have a packed schedule of services and activities which enable people to get together and enjoy activities such as Open Mind sessions, Creative Mind sessions, Pet Therapy, Photography Outdoors, Book Club, Toddlers, yoga group and Creative Writing. Our partners also deliver alternative therapies, beauty treatments, exercise classes, slimming classes and health MOTs.

...MAKING THE MOST OF YOURSELF

## Volunteer Passport Scheme

Washington Mind values the contribution volunteers make to our organisation. Our volunteers help us to offer more people a wider range of quality mental health support and wellbeing activities. In turn we will provide you with the support, supervision and training required to help you gain new skills and experience and develop your own volunteer passport.

We welcome volunteers with a diverse range of skills and experience and offer opportunities for mental health support workers, peer mentors, trainee and qualified counsellors, alternative therapists, life coaches, group facilitators, administrators and fundraisers. If you think you have something to offer and can help in any way please get in touch.

## How to access support



You can refer yourself or your GP, Health Professional, carer, family member or a friend can contact us on your behalf. You will be asked to make an appointment to talk to either one of our qualified counsellors or a member of our Community Engagement Team prior to accessing our services.

We are not a crisis service but will help the person to access the appropriate support and provide additional support if necessary.

Our training services and...



Our experience, expertise and knowledge surrounding mental health and wellbeing creates a solid foundation for the bespoke training programmes that we develop and deliver.

Our current training programme includes Mental Health First Aid (MHFA), A LIFE Worth Living suicide prevention (ALWL), Understanding Self-harm, Promoting Emotional Resilience, Wellbeing in the Workplace, Mental Health Awareness and Healthy Money Healthy You.

## Counselling Services

Need to talk?



Washington Mind's...

Counselling Service is accredited by the British Association for Counselling & Psychotherapy (BACP).



Counselling helps people sort out their thoughts and feelings about their concerns to enable things to change. We are also one of the partners in the Sunderland Psychological Wellbeing service and both services offer one to one, telephone and therapeutic group support. Counselling takes place in GP Practices, The Life House and lots of other venues.



A free and confidential service providing support for young people aged between 11-25yrs, and living in Hetton, Houghton, Sunderland and Washington.

We offer:

- Counselling • Groupwork • Workshops
- Training and Volunteering opportunities

The service continues to develop and be influenced by the needs and opinions of young people.



Your health and wellbeing, just one click away.

Looking to improve your own health and wellbeing, or want to help a friend, colleague or a family member?

Don't know where to start... Then this is the site for you



The site can also help you with:

- Finding Local Services
- Info & Advice
- Things to do
- Training Opportunities
- Information for Young People
- Self Help



## The story behind Ray's Corner

Following Ray's tragic suicide in 2020 his family donated in his memory to Washington Mind, to support us in making a difference. Ray's Corner is part of this legacy. Ray was 55 years of age, working hard and with loving family members and friends around him and yet he didn't feel able to ask for the help he needed. The stigma that is still associated with mental health stopped him from reaching out. We have hope that in memory of Ray we can change this.

Ray's Corner is for anyone of us across our City who are in need of support – for themselves or for others. This corner is a place where anyone can visit and find information about accessing support and local services. Whether people feel they are ready to access services yet, or are just looking for self-help tips, this safe space will be available for all in our communities.

Speaking to families who have lost loved ones the message is clear 'we would much rather have had a conversation and find you support, than come to your funeral'

Scan our QR code to find out more about our services



- f /WashingtonMind
- @washington\_mind
- @washingtonmind

"Training was absolutely fantastic, very informative and easy to follow. It challenged thinking in a very supportive environment. Every organisation should have this training and annual top ups".  
A Life Worth Living Delegate

## Real People, Real Voices...



"The listening ear has been a Life line for me. Living alone and losing my husband last year has made this a very lonely year. I am now going to a group at the Life House once a week and have made some lovely friend. Staff are always happy to see everyone and make you feel safe in the building at all times. I am really look forward to attending more of the groups."

"Your catch up calls lift both of us so much. Having the support of Washington Mind through lock down has been the one thing that has keep us going. We will be for ever grateful."

'I felt heard by my counsellor and have been able to make some positive changes, which have made a huge difference to how I now live my life'

"I am especially grateful to everyone at Washington Mind for their support through this very difficult year. The food hamper and toys for my three children delivered to me at Christmas was beyond belief, I am so grateful to each and every one of you God Bless "

"Being able to still access counselling support over the telephone during lockdown was fantastic, I looked forward to my weekly sessions and it helped give me so much, I now have hope and feel I can move forward"

"I love Washington mind ringing me because it makes me feel like someone cares about me, no one else is ringing me." A Life House Service User



# Washington Mind – Business Plan 2021 – 2022 (Operational Goals)



## The Life House

The Life House will thrive once again responding to the needs of our community following on from the effects of the COVID-19 pandemic.

We will update our facilities to bring as many opportunities to generate income and offer more services in our area and become a well-resourced centre.

Community engagement will be top of our agenda working with our service users and wider community to ensure our services are current and meeting the needs of the public.

We will recruit volunteers and organise trips for those people who are isolated giving them opportunities to build new relationships.

We will continue with our digital support through our social support group and face to face group work.



## Community engagement/ Life support

Return to a full activity schedule spread across 5 days.

Meet the needs of our existing service users whilst also targeting new audiences and keeping up to date with the changing needs of our community, including the need for digital support as well as face to face.

Introduce exciting new projects to the life house and continue working alongside volunteers.

Continue to monitor the progress and impact of our work to ensure needs are being met.

**“If it wasn’t for Washington Mind groups and catch up calls I really don’t know where I would be.”**

A Counselling Service User



## Wellbeinginfo & Resources

We will work to ensure that local organisations are aware of, registered with, and promoting wellbeinginfo. The organisation will work as a united front to promote Washington Mind and all digital resources. Reasons2 will continue to be promoted and welcome new users looking to improve their wellbeing.

Our resources will be monitored and updated as necessary to keep up with the ever-changing digital world and meet the needs of our users. Using social media, our innovative digital resources will remain at the fore-front of our communities.



## Young People's Project

We will continue to co-produce a community focused model to support mental wellness. Accessibility will be increased via detached work and choice of venue, as well as telephone and virtual support and counselling.

A YP Advisory Board will be developed in South Tyneside increasing access to a range of creative wellbeing tools and Mental Health Zine Library. We will continue to work in partnership with schools and other colleagues to create opportunities across the City.

With young people as our partners, we will remain adaptive, responsive and hopeful, while supporting them to navigate life in a way that secures longterm mental wellness for their future



## Talking Therapies

With a new Clinical Lead in place we will continue to deliver our flexible service offering appointments via face to face, telephone and Zoom ensuring client have a choice on how they wish to access our service.

We will work in community outreach venues across Washington and the Coalfields. Actively working towards meeting performance targets and keeping waiting times to a minimum.

We will maintain our BACP Service Accreditation status and our staff will remain committed to their Continuing Professional Development.

**“Thank you so much for everything you have done to help me and my family get through a difficult time. Your continued support has meant a lot and we really appreciate how you have helped me overcome my fears and anxiety. You and Mind do an amazing job!”**

Young Person

# Washington Mind – Business Plan 2021 – 2022 (Operational Goals)



## Finance

We will continue with our robust financial monitoring systems to ensure that the Charity's resources continue to be properly managed and safeguarded.

After a previous year of short term funding in the COVID-19 pandemic we will seek long term funding, so our position where demand on services does not outweigh the funding that we receive. The organisation is well resourced with long term funding is in place to enable continued innovation and creativity to thrive.



## Our Training Services

Washington Mind will develop the training project to meet the needs of the organisation and our community. We will further establish our training programme through the continuation of our relationships with businesses, educational providers, organisations and commissioners.

A blended approach will include online and face to face to delivery. All training will continue to be delivered to a high standard whilst generating income and supporting sustainability.

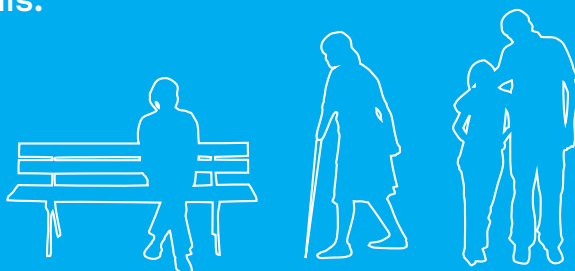
“I now feel more aware of the possible discreet signs of suicide amongst all my patients, also will have more confidence when approaching the subject during annual mental health reviews’.

A Life Worth Living Delegate



## People

Trustees, Staff and volunteers working as one team in a safe, stimulating, healthy environment that helps staff and volunteers work together towards shared goals.



## Volunteering at Washington Mind

Our greatest resource is of course our people and we are especially grateful for the part our volunteers play in helping us, to help those who need us most.

We aim to extend our volunteer opportunities across all projects, providing appropriate training and supervision for our volunteers and building upon the success of our Volunteer Passport Scheme.







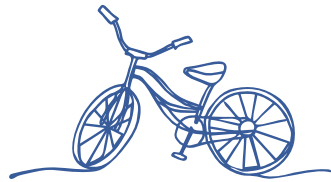
# Our year in numbers

Throughout the year Washington Mind collect data about the services and activities we provide. This year we have seen **975** new referrals, but in total **1496** people have received support throughout the year, including accessing therapies, social support, alternative and therapeutic group work and a variety of wellbeing activities, everything from cycling and dog walking to meditation and

yoga. The Life House itself has seen over **993** visitors in addition to our delivery in other community venues across the City. Our small team rely on the support of our partners and volunteers to ensure that we can offer a wide range of activities to accommodate this growing need for mental health and wellbeing support for the community.



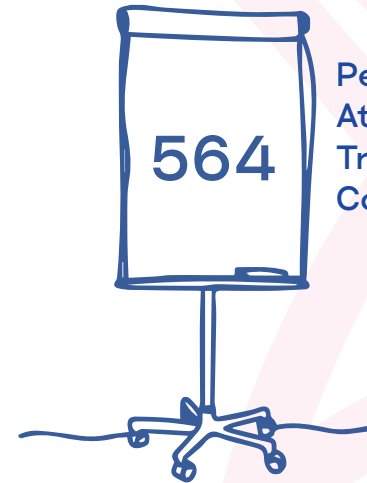
Dealt With  
**110,751**  
Enquiries



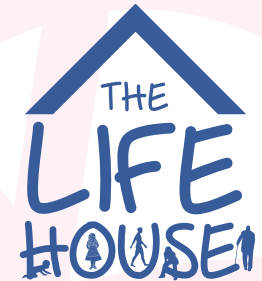
**1171**  
Health and Wellbeing  
Activities



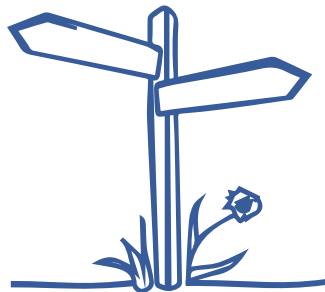
**422**  
Young Peoples  
Activities



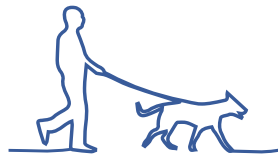
People  
Attended  
Training  
Courses



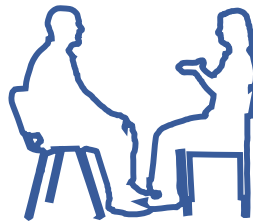
Over **993** visitors at  
The Life House



**975**  
New Referrals



**653**  
Social  
Support  
Sessions



**5,793**  
Counselling  
Appointments



**31**  
Active  
Volunteers

**348**

Community members  
engaged with at local  
events



**148,049**  
Website Unique  
Visitors

“ I feel Counselling has made so much difference to me as a person, I think about myself in a totally different way thanks to counselling” A Counselling Service User

# Thank for taking your time to read our business plan...

**MANY THANKS TO ALL OF YOU WHO HAVE SUPPORTED WASHINGTON MIND. WE  
LOOK FORWARD TO SHARING OUR FUTURE PLANS WITH YOU**

## The Life House

Grasmere Terrace, Columbia, Washington, NE38 7LP

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[wellbeinginfo.org](http://wellbeinginfo.org)



YP WashMind



YP WashMind

#REASONS2 [yppreasons2](https://www.youtube.com/watch?v=yppreasons2)