



Our Strategy

A refreshed vision for the future

2024-2027

Introduction



We are excited to deliver against this Strategy. Mind in Croydon is a quality service provider and holds accreditations to support our work these include British Association of Counselling Psychotherapists, Quality Performance Mark, Advice Quality Standard and Mind Quality Mark.



Background

This strategy is a result of information gathering, consultation and reflection.

The previous Strategy 2022-25 was revised against the backdrop of a rapidly changing external environment of providing support services to the residents in Croydon as well as incorporating our commitment to live our values.

We have worked alongside our Lived Experience Advisory Panel (LEAP), our staff and Trustees to shape this new 2024-27 Strategy. More information on LEAP can be found on our website in the About Us section.

About Mind in Croydon

Mind in Croydon is a voluntary sector organisation, a company limited by guarantee and a registered charity concerned with the welfare of people with mental health issues living in the London Borough of Croydon and its surrounding areas.

Mind in Croydon was founded over 55 years ago and currently turns over approximately £2.0m per annum. We have over 55 staff and around 60 volunteers working with us.

We work to promote and enable good mental health, empowering people to lead a full life as part of their local community. We work with and support people with mental health problems and their relatives and carers, putting people at the heart of everything that we do.

We provide a wide range of services and work with partners and stakeholders in Croydon to support our vision, mission and objectives.

Our Vision

A world where there is support and respect for everyone with mental health issues, and an end to inequality and stigma

Our Mission

We provide support, information and advice to empower anyone experiencing a mental health problem, and promote understanding of and positive attitudes to mental health in the London Borough of Croydon and beyond

Our Values and Strategy

Our Values

To achieve this Mind in Croydon lives its values through its people and policies:

Person-Led: We always strive to deliver authentic, person-led services

Collaborative: We work collaboratively with partners, clients, their families and with each other to provide the best support through effective, accessible pathways

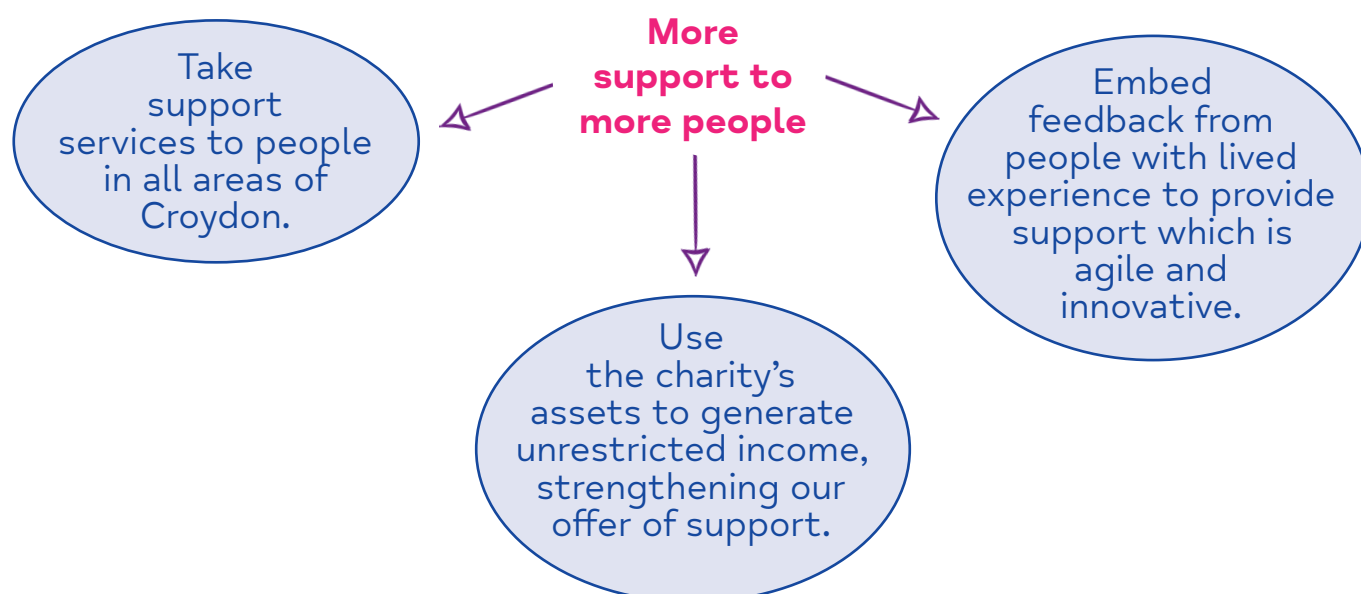
Equality: We embrace diversity, we are open, welcoming and encourage inclusion in order to reduce inequalities

Integrity: We champion the voice of Mental Health service users with empathy, compassion, respect and without judgement

Trust: We are trusted by the people we work with and for, and our clients understand we put them first.

Our strategy:

Our strategy is to work with partners, including commissioners, funders and other service providers, to provide more mental health support for more people in Croydon and its surrounding areas.



For more information about Mind in Croydon, please visit our website at:
<https://www.mindincroydon.org.uk/>



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