



HEAR US
Croydon's Mental Health Service Users Group
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SECTION A QUALITY Part 4

Strategic Plan

Version Date: 27/10/11



Hear Us

To promote, educate, communicate and empower,
For the benefit and interest of people affected by mental health issues

HEAR US

STRATEGIC PLAN - 2012-2015

1. Introduction

This Strategic Plan was developed from a series of Strategic Planning days and is reviewed and updated regularly by the Directors (Trustees) and staff of Hear Us. It provides information about the agency and considers the actions necessary to deliver the Plan.

2. Mission

Hear Us is working to promote, educate, communicate and empower, for the benefit and interest of people affected by mental health issues, living in the London Borough of Croydon and surrounding areas.

To achieve this Hear Us: -

- educates
- provides services
- campaigns
- raises funds
- works in partnership with other relevant organisations
- values diversity
- focuses on quality
- involves service users and other volunteers in its work.

3. Aims

The aims contribute towards the mission. They are:

- Aim 1.** To relieve the needs of people living in the London Borough of Croydon and surrounding areas who have mental health problems by provision of services and advice
- Aim 2.** To advance education about mental health for the public benefit in the London borough of Croydon and surrounding areas with the object of creating awareness and reducing the stigma attached to mental health

4. Services / Activities

Hear Us works to achieve its aims by:

Aim 1 *how do we achieve aim 1?*

Aim 2 *how do we achieve aim 1?*



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5 Background

Hear Us, founded in 2000, is a registered charity (No. 1135535) and company limited by guarantee (registered in England No. 6891337), which operates in the London Borough of Croydon. The registered office is at Orchard House, 15a Purley Road, South Croydon, CR2 6EZ. The income of Hear Us in 2011 was in excess of £75,000. There are at present six part-time employees. Twelve volunteers also contribute the services as Linkworkers. There are 400 subscribing members.

6 Approach

Hear Us believes in the equality and rights of people with mental health problems. Its way of working is flexible, friendly, approachable and respectful of privacy.

7 Strengths and Achievements

What are our strengths and our achievements – see our away day documents

8 Weaknesses and Threats

What are our Weaknesses and Threats – see our away day documents

9 Strategic Direction

Key Elements to the Medium to Long-Term Strategy

- I. To develop a strong and well marketed reputation. To develop our skills in tendering for services as they are procured.*
- II. To develop an infrastructure of monitoring and recording information via relevant I.T and other systems to support our marketing, tendering and proving our worth to a broad audience.*
- III. To secure funding for those activities not fully funded via fundraising*

All elements will be reviewed through Board and its sub-committees and through annual aims and away day.

Main Objectives for the Coming Year

- I. To introduce relevant systems and processes to record and monitor activity and audit the quality of our services.*
- II. To develop a range of materials and use a range of mediums to market and promote our services to a range of audiences.*

10 Strategic Aims and Key Actions



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The following aims and key actions provide the steps to achieving the desired strategic direction:

Strategic Aim 1: To take the necessary steps to ensure that Hear Us services are of a high quality, safe and sustainable.

Key actions: Action	By Whom	By When
Achieve and maintain Quality Management in Hear Us standard		On-going
Achieve and maintain Investor in People award		On-going
Upgrade or re-locate premises to ensure high quality working / service provision environments		On-going
Continue to invest in and develop our staff and volunteers as our main and most valuable asset		On-going
Undertake routine surveys of people using our services to gauge their views on quality		On-going
Strive to achieve and maintain fully staffed projects		On-going